

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?

All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status				
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376	
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434	
Right direction (1)	216 19% C	132 24% C	81 14% I	29 25% I	59 30% FGHI	34 18% E	33 18% E	30 17% E	30 11% E	89 28% KL	67 18% J	60 13% J	47 31% NOP	64 21% M	49 19% N	52 14% MN	142 22% R	74 15% R	54 20% S	47 16% T	50 19% U	37 23% V	15 26% W	14 14% W	198 21% Z	19 10% Y	129 19% Y	69 20% Y	18 13% Y	94 26% e	122 16% g	103 28% g	113 15% f	168 24% i	48 11% h	
Wrong direction (-1)	636 56%	297 54%	334 58%	64 54% E	75 38% E	103 55% E	115 61% E	110 61% E	170 63% E	139 44% J	217 58% J	280 62% J	72 48% M	147 48% M	151 58% N	230 63% MN	345 54% R	291 58% R	155 58% S	176 60% T	141 54% U	83 53% V	30 54% W	50 51% W	518 54% Y	118 64% Y	366 55% Y	185 55% Y	85 63% Y	177 49% d	459 59% d	168 46% f	468 60% f	367 52% h	269 62% h	
Neither (0)	203 18%	95 17%	105 18%	17 14% I	46 23% FGHI	30 16% E	32 17% E	33 18% E	45 17% E	63 20% KL	78 16% J	78 17% J	20 14% M	68 22% M	46 18% N	62 17% MN	108 17% R	95 19% R	40 15% S	52 18% T	55 21% U	24 15% V	9 16% W	23 23% W	166 17% Z	36 20% Y	121 18% Y	62 18% Y	20 15% Y	67 18% e	135 17% g	69 19% g	133 17% f	123 17% h	80 18% i	
Don't know	84 7%	29 5%	56 10% B	7 6% I	16 8% FGHI	18 10% E	9 5% E	8 5% E	25 9% E	23 7% KL	28 7% J	33 7% J	11 7% M	28 9% M	15 6% N	24 6% MN	44 7% R	40 8% R	19 7% S	20 7% T	18 7% U	14 9% V	2 4% W	11 11% W	73 8% Z	11 6% Y	51 8% Y	22 7% Y	11 8% Y	26 7% e	58 7% g	25 7% g	59 8% f	47 7% h	37 9% i	
Mean	-0.40	-0.31 C	-0.49	-0.31 I	-0.09 DFGHI	-0.41	-0.45	-0.46	-0.57	-0.17 KL	-0.43	-0.53	-0.18 OP	-0.30 P	-0.41	-0.52	-0.34 R	-0.47	-0.40	-0.47	-0.37	-0.32	-0.29 *	-0.42 *	-0.36 Z	-0.57	-0.38	-0.37	-0.54 *	-0.25 e	-0.47	-0.19 g	-0.50	-0.30 i	-0.55	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W,X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W,X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q1. Generally speaking, do you think things in Great Britain are heading in the right direction or wrong direction?
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Kemi Badenoch		Likelihood for Kemi Badenoch to become Prime Minister		Likelihood for Kemi Badenoch to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time	
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse									
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)						
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403							
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427							
Right direction (1)	216	23	127	14	8	15	106	48	48	127	155	29	88	49	92	43	50	116	139	34	81	35	55	123	122	38	43	107	68	30	62	39	67	117	79	5	142	18	59	55	74	120	102	89	183	23	90	29	116	27	148	25							
Wrong direction (-1)	636	150	120	31	122	63	187	286	179	300	82	438	105	269	123	248	219	258	63	463	95	268	225	274	40	440	164	233	82	214	76	214	178	368	24	306	108	181	175	98	148	332	232	240	264	262	52	371	70	395	101	339							
Neither (0)	303	23	72	13	11	25	76	55	39	95	56	69	42	45	47	51	30	108	42	77	42	38	32	110	36	72	24	75	29	40	28	32	30	136	18	31	63	20	31	29	44	87	62	77	111	36	25	56	42	62	55	54							
Don't know	84	8	21	9	4	4	28	18	11	39	22	21	21	14	18	11	9	42	22	14	17	7	36	11	15	3	25	9	8	11	8	9	50	7	5	23	2	4	9	9	32	19	24	33	8	4	16	7	16	11	10								
Mean	-0.40	-0.65	0.02	-0.30	-0.81	-0.47	-0.22	-0.61	-0.49	-0.33	0.25	-0.76	-0.07	-0.61	-0.12	-0.60	-0.56	-0.29	0.31	-0.75	-0.06	-0.68	-0.54	-0.30	0.41	-0.73	-0.53	-0.31	-0.08	-0.65	-0.08	-0.62	-0.40	-0.41	0.44	-0.88	0.11	-0.74	-0.44	-0.23	-0.28	-0.39	-0.33	-0.37	-0.14	-0.74	0.23	-0.75	0.20	-0.76	0.15	-0.75							

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Means (1): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Summary

All Adults aged 18+ in Great Britain

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties?													
	Keir Starmer, Prime Minister and Leader of the Labour party (A)	Rachel Reeves, Chancellor of the Exchequer and Labour MP (B)	Ed Davy, Leader of the Democrats (C)	Nigel Farage, Leader of the Reform UK party (D)	Kemi Badenoch, Leader of the Conservative Party (E)	Carli Denyer, co-leader of the Green Party (F)	Adrian Ramsay, co-leader of the Green Party of the United States of America (G)	Donald Trump, President-elect of the United States of America (H)	The Labour Party (I)	The Conservative Party (J)	The Liberal Democrat Party (K)	The Green Party (L)	Reform UK (M)
Unweighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Weighted base	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139	1139
Very favourable (2)	70 6% BCDEK	49 4%	43 4%	151 13% ABCEFGJL	46 4%	51 4%	47 4%	152 13% ABCEFGJKL	95 8% ABCEFGK	71 6% CEJK	47 4%	84 7% BCEFGK	142 12% ABCEFGJKL
Fairly favourable (1)	197 17% BFGH	159 14%	193 17%	168 15% GHI	188 17% FGH	137 12%	130 11%	132 12% BDFGHM	220 19% BDFGHM	206 18% BDFGHM	209 18% BDFGHM	195 17% BFGH	166 15% GHI
Neither favourable nor unfavourable (0)	233 20% H	278 24% ADHJM	409 36% ABDEHJM	215 19% H	333 29% ABDEHJM	414 36% ABDEHJM	418 37% ABDEHJM	149 13% H	218 19% H	250 22% H	428 38% ABDEHJM	416 37% ABDEHJM	227 20% H
Fairly unfavourable (-1)	231 20% CDEFGHLM	217 19% CDFGHLM	179 16% FG	153 13% G	180 16% FG	121 11% FG	116 10% FG	157 14% DFGHM	214 19% CDFGHLM	221 19% CDFGHLM	199 17% DFGH	171 15% FG	163 14% FG
Very unfavourable (-2)	357 31% CEFGKL	349 31% CEFGKL	173 15% CEFGKL	390 34% CEFGKL	260 23% CFGL	171 15% CFGL	176 15% M	504 44% ABCEFGJKL	343 30% CEFGKL	340 30% CEFGKL	177 16% ADHJ	183 16% ADHJ	361 32% CEFGKL
Don't know	51 4%	87 8%	143 13%	62 5%	133 12% ABDHIJLM	246 22% ABCEHIJLM	252 22% ABCEHIJLM	45 4%	50 4%	51 5%	79 7% ADHI	90 8% ADHI	80 7% ADHI
Net: Very/Fairly favourable	267 23% BFG	208 18%	235 21% FG	319 28% ABCEFGHK	234 21% FG	188 17% FG	177 16%	284 25% BCEFG	314 28% ABCEFGK	277 24% BFG	255 22% BFG	279 25% BFG	308 27% BCEFGK
Net: Very/Fairly unfavourable	588 52% CEFGHLM	565 50% CEFGKL	352 31% FG	543 48% CEFGKL	499 39% CFGL	292 26% CFGL	292 26% M	651 58% ABCEFGJKL	557 49% CEFGKL	561 49% CEFGKL	376 33% FG	354 31% FG	524 46% CEFGKL
Net Difference	-321 -28%	-357 -31%	-116 -10%	-224 -20%	-205 -18%	-104 -9%	-115 -10%	-377 -33%	-243 -21%	-284 -25%	-121 -11%	-74 -7%	-216 -19%
Mean	-0.56 B	-0.62 ABDEHJM	-0.25 BH	-0.43 BH	-0.42 ABHJ	-0.25 ABDEHJM	-0.28 ABDEHJ	-0.45 ABH	-0.51 H	-0.24 ABDEHJM	-0.16 ABCEFGHJ	-0.41 BH	

work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30 (***) Small Base: 100 (**)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M Minimum Base: 30 (***) Small Base: 100 (**)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Prime Minister and Leader of the Labour party
All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Very favourable (2)	70 6%	43 8%	25 4%	14 12%	20 10%	10 5%	9 5%	12 6%	5 2%	33 11%	20 5%	17 4%	17 12%	22 7%	14 5%	16 4%	44 7%	26 5%	18 7%	18 6%	12 4%	15 9%	5 3%	2 6%	60 5%	9 5%	38 6%	24 7%	7 5%	40 11%	29 4%	37 10%	33 4%	55 8%	15 3%
Fairly favourable (1)	197 17%	106 19%	90 16%	30 26%	41 21%	36 19%	27 14%	29 16%	34 13%	72 23%	63 17%	63 14%	40 27%	59 19%	43 16%	49 13%	132 21%	65 13%	52 19%	52 17%	46 18%	28 18%	4 7%	15 15%	175 18%	22 12%	124 19%	59 18%	14 10%	74 20%	123 16%	83 23%	114 15%	132 19%	65 15%
Neither favourable nor unfavourable (0)	233 20%	108 20%	123 21%	24 20%	60 31%	41 22%	34 18%	21 12%	54 20%	84 27%	74 20%	75 17%	37 24%	79 26%	48 18%	55 15%	136 21%	97 19%	51 19%	60 20%	46 18%	38 24%	12 22%	27 20%	192 22%	41 20%	136 22%	75 22%	22 20%	96 26%	137 18%	90 25%	144 19%	162 23%	72 16%
Fairly unfavourable (-1)	231 20%	110 20%	119 21%	24 20%	28 14%	32 17%	43 23%	47 26%	57 21%	52 17%	103 20%	26 23%	50 18%	58 22%	85 23%	130 20%	101 20%	52 19%	59 20%	57 22%	24 15%	10 28%	28 20%	190 22%	40 20%	136 20%	58 17%	37 27%	64 18%	167 22%	70 19%	161 21%	135 19%	96 22%	
Very unfavourable (-2)	357 31%	173 31%	180 31%	18 15%	28 14%	54 29%	71 38%	70 39%	116 43%	45 14%	125 34%	186 41%	19 13%	68 22%	93 35%	156 42%	174 27%	183 37%	88 33%	95 32%	91 35%	43 27%	21 39%	19 19%	288 30%	69 38%	202 30%	102 30%	52 39%	68 19%	289 37%	74 20%	283 37%	189 27%	168 39%
Don't know	51 4%	12 2%	38 7%	8 7%	19 10%	12 7%	5 2%	4 2%	3 1%	27 9%	17 5%	7 2%	10 7%	30 10%	6 2%	6 2%	24 4%	28 6%	9 3%	12 4%	10 6%	10 6%	3 5%	8 8%	49 5%	2 1%	30 5%	19 6%	2 2%	22 6%	29 4%	11 3%	40 5%	32 4%	20 5%
Net: Very/Fairly favourable	267 23%	149 27%	115 20%	44 37%	61 31%	46 25%	36 19%	40 22%	40 15%	105 33%	82 22%	80 18%	57 38%	81 26%	57 22%	65 18%	176 28%	91 18%	70 26%	70 24%	43 22%	9 27%	17 16%	235 18%	32 17%	162 24%	84 25%	21 16%	114 31%	153 20%	120 33%	147 19%	187 27%	80 18%	
Net: Very/Fairly unfavourable	588 52%	283 51%	299 52%	41 35%	56 28%	86 47%	115 61%	117 64%	172 64%	97 31%	201 54%	290 64%	46 31%	118 38%	151 58%	241 66%	304 48%	283 57%	140 52%	154 52%	149 56%	67 43%	32 57%	46 47%	478 50%	110 60%	339 51%	160 47%	89 66%	132 36%	456 59%	144 39%	443 57%	334 46%	263 61%
Net Difference	-321 -28%	-134 -24%	-184 -32%	3 2%	5 3%	-40 -22%	-78 -41%	-77 -42%	-132 -49%	8 2%	-119 -32%	-210 -46%	11 8%	-36 -12%	-93 -36%	-176 -48%	-128 -20%	-192 -39%	-70 -26%	-84 -29%	-90 -34%	-25 -16%	-23 -41%	-29 -29%	-243 -25%	-78 -42%	-176 -26%	-76 -23%	-68 -51%	-17 -5%	-303 -39%	-24 -7%	-297 -38%	-137 -20%	-183 -42%
Mean	-0.56	-0.49	-0.63	-0.01	-0.01	-0.49	-0.76	-0.76	-0.91	-0.01	-0.63	-0.85	0.07	-0.30	-0.67	-0.87	-0.42	-0.74	-0.54	-0.57	-0.67	-0.36	-0.75	-0.50	-0.52	-0.76	-0.53	-0.48	-0.85	-0.13	-0.76	-0.17	-0.74	-0.40	-0.81

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Keir Starmer, Prime Minister and Leader of the Labour party
All Adults aged 18+ in Great Britain

Total	General Election 2024 Vote						Referendum 2016 vote						Favourable to parties														Favourable to politicians														Opinion on Labour government		Make a better Prime Minister		Conservative future under Keir Starmer		Likelihood for Keir Starmer to become Prime Minister		Likelihood for Keir Starmer to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time	
	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Farage	Unfavourable to Farage	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse							
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	254	431	269	479	359	403											
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427						
Very favourable (2)	70	4	47	1	2	2	35	12	19	44	60	6	31	19	37	15	20	37	70	-	35	11	21	37	53	7	18	36	34	13	32	9	31	30	43	-	60	5	23	16	29	33	35	22	63	3	42	9	50	4	53	5						
Fairly favourable (1)	197	11	132	15	6	11	102	48	28	142	167	10	83	38	86	32	31	128	197	-	81	31	34	129	117	18	26	114	63	22	56	25	42	128	48	1	156	12	30	61	38	131	74	94	167	13	64	16	91	20	123	18						
Neither favourable nor unfavourable (0)	233	25	86	27	13	23	98	61	35	101	52	46	57	37	54	41	30	107	-	47	31	33	115	19	61	22	70	32	31	36	28	33	143	26	7	74	21	33	39	50	113	75	93	125	38	29	53	46	61	57	51							
Fairly unfavourable (-1)	231	53	43	17	25	33	82	83	55	125	23	157	48	70	58	66	53	131	-	231	36	73	49	142	14	156	45	97	30	60	23	58	32	169	5	58	33	36	53	33	48	126	81	94	121	73	20	120	27	129	47	107						
Very unfavourable (-2)	206	26%	13%	25%	17%	31%	21%	20%	20%	22%	7%	28%	19%	19%	21%	19%	17%	23%	-	39%	15%	21%	15%	26%	7%	28%	19%	22%	16%	13%	20%	11%	26%	4%	17%	10%	16%	19%	17%	17%	22%	19%	22%	20%	22%	12%	25%	11%	25%	12%	25%							
Don't know	51	2	3	-	1	6	5	3	4	8	2	3	1	2	3	5	2	6	-	2	1	2	8	1	3	2	3	3	1	3	1	1	15	3	6	1	-	1	2	7	8	6	8	7	4	3	5	1	13	4	9							
Net: Very/Fairly favourable	267	15	180	16	8	13	137	60	48	187	227	16	114	57	123	46	51	165	267	-	117	42	55	166	170	25	44	150	97	35	88	35	73	158	90	1	215	17	53	77	67	164	109	116	230	16	106	25	141	23	176	23						
Net: Very/Fairly unfavourable	588	162	71	23	122	64	157	283	189	266	33	492	83	279	99	261	225	246	-	588	70	277	219	254	18	476	166	216	56	225	51	229	177	345	10	334	46	183	183	74	152	295	226	213	230	271	33	388	47	403	79	344						
Net Difference	-321	-147	109	-7	-114	-52	-20	-223	-142	-79	194	-476	31	-222	24	-215	-174	-81	267	-588	46	-234	-174	-88	152	-450	-122	-66	-40	-191	37	-195	-104	-187	80	-333	169	-166	-131	3	85	-131	-117	97	*	-235	74	-363	94	-380	97	-321						
Mean	-0.56	-1.25	0.38	-0.20	-1.46	-0.80	-0.15	-1.01	-0.94	-0.32	0.78	-1.45	-0.11	-1.10	0.07	-1.13	-1.06	-0.30	1.26	-1.61	0.20	-1.22	-1.05	-0.31	0.98	-1.36	-0.97	-0.34	0.26	-1.18	0.34	-1.22	-0.77	0.52	0.93	-1.78	0.65	-1.40	-0.89	-0.11	-0.60	0.47	-0.56	0.46	-0.08	-1.38	0.61	-1.34	0.53	-1.33	0.38	-1.32						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Minimum Base: 30 (** Small Base: 100*)
Column Means (N): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Minimum Base: 30 (** Small Base: 100*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Rachel Reeves, Chancellor of the Exchequer and Labour MP
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks				Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)	
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376	
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434	
Very favourable (2)	49 4%	31 6%	17 3%	11 9%	8 4%	6 3%	7 4%	11 6%	6 2%	19 6%	14 4%	17 4%	13 9%	11 3%	10 4%	15 4%	34 5%	15 3%	15 X	14 5%	9 3%	6 4%	4 X*	- *	39 4%	11 6%	26 4%	17 5%	6 *	19 5%	30 4%	26 8	23 3%	39 6%	10 2%	
Fairly favourable (1)	159 14%	81 15%	76 13%	19 16%	38 19%	25 14%	28 15%	28 15%	21 8%	57 18%	53 14%	49 11%	29 19%	47 15%	37 14%	43 12%	99 15%	60 12%	42 15%	42 14%	29 11%	30 19%	4 8%	12 13%	144 15%	15 8%	98 15%	49 14%	12 9%	65 18%	94 12%	78 21%	80 10%	112 16%	47 11%	
Neither favourable nor unfavourable (0)	278 24%	138 25%	138 24%	34 29%	64 33%	49 26%	38 20%	26 14%	67 25%	99 31%	87 23%	93 21%	43 29%	94 31%	58 22%	69 19%	161 25%	117 24%	59 22%	72 24%	66 25%	40 25%	9 17%	33 33%	231 24%	48 26%	164 25%	87 26%	27 20%	106 29%	172 22%	91 25%	187 24%	182 26%	96 22%	
Fairly unfavourable (-1)	217 19%	111 20%	106 18%	23 20%	26 13%	39 21%	40 21%	45 25%	43 16%	50 16%	79 21%	88 19%	28 18%	54 17%	57 22%	74 20%	116 18%	101 20%	52 19%	51 17%	58 22%	25 16%	12 22%	19 19%	173 18%	44 24%	128 19%	58 17%	30 22%	80 18%	137 18%	65 20%	152 20%	143 20%	74 17%	
Very unfavourable (-2)	349 31%	166 30%	178 31%	18 15%	25 13%	45 25%	66 36%	66 36%	128 48%	43 14%	111 30%	194 43%	19 13%	55 18%	87 33%	159 43%	180 28%	168 34%	84 31%	93 32%	86 33%	42 27%	21 38%	22 22%	290 30%	59 32%	206 31%	87 26%	56 42%	63 17%	286 37%	80 22%	268 35%	175 25%	174 40%	
Don't know	87 8%	25 4%	60 10%	13 11%	34 17%	20 11%	10 5%	6 4%	4 2%	46 15%	30 8%	11 2%	18 12%	46 15%	13 5%	7 2%	49 8%	37 7%	17 6%	23 8%	17 6%	15 9%	3 6%	13 13%	79 8%	8 4%	45 7%	39 12%	3 2%	32 9%	55 7%	24 7%	63 8%	53 8%	34 8%	
Net: Very/Fairly favourable	208 18%	112 20%	93 16%	30 25%	46 24%	32 17%	35 18%	39 21%	27 10%	76 24%	66 18%	66 15%	42 28%	58 19%	47 18%	59 16%	133 21%	75 15%	57 21%	57 19%	37 14%	36 23%	9 16%	12 13%	183 19%	26 14%	125 19%	65 19%	18 13%	84 23%	124 16%	105 29%	104 13%	152 22%	57 13%	
Net: Very/Fairly unfavourable	565 50%	277 50%	284 49%	41 35%	52 26%	84 46%	106 56%	111 61%	171 64%	93 30%	191 51%	282 63%	47 31%	109 35%	144 55%	233 63%	296 46%	269 54%	136 50%	144 49%	144 55%	68 43%	34 61%	40 41%	463 48%	103 56%	334 50%	145 43%	86 64%	143 39%	423 55%	145 40%	420 54%	317 45%	248 57%	
Net Difference	-357 -31%	-166 -30%	-191 -33%	-11 -10%	-6 -3%	-53 -29%	-71 -38%	-72 -40%	-144 -54%	-17 -5%	-124 -33%	-216 -48%	-5 -4%	-51 -17%	-96 -37%	-174 -47%	-163 -25%	-194 -39%	-79 -29%	-88 -30%	-106 -40%	-32 -20%	-25 -45%	-28 -28%	-280 -29%	-77 -42%	-209 -31%	-80 -24%	-68 -50%	-59 -16%	-299 -39%	-41 -11%	-317 -41%	-166 -24%	-191 -44%	
Mean	-0.62	-0.57	-0.68	-0.17	-0.14	-0.56	-0.72	-0.73	-1.00	-0.15	-0.64	-0.89	-0.09	-0.37	-0.69	-0.88	-0.52	-0.75	-0.59	-0.61	-0.74	-0.48	-0.80	-0.58	-0.61	-0.71	-0.62	-0.50	-0.90	-0.31	-0.77	-0.28	-0.79	-0.46	-0.89	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Ed Davey, Leader of the Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children present (e)	Graduate (f)	Non-graduate (g)	Working (h)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Very favourable (2)	43 4%	22 4%	19 3%	9 8% H	7 4%	8 4%	8 4%	3 2%	8 3%	16 5%	15 4%	12 3%	10 7% P	12 4%	10 4%	10 3%	30 5%	13 3%	11 4%	7 2%	6 2%	12 8%	2 5%	4 4%	39 4%	4 2%	20 3%	13 4%	10 7% a*	16 4%	27 3%	22 6% g	21 3%	27 4%	16 4%
Fairly favourable (1)	193 17%	100 18%	91 16%	16 14%	29 15%	29 16%	32 17%	33 18%	53 20%	46 15%	61 16%	86 19%	25 17%	44 14%	43 17%	68 18%	115 18%	78 16%	60 22% tx	44 15%	45 17%	24 15%	12 22% x*	7 8%	165 17%	28 15%	121 18%	51 15%	21 15% +	68 19%	124 16%	88 24% g	105 14%	117 17%	76 18%
Neither favourable nor unfavourable (0)	409 36%	194 35%	213 37%	38 32%	77 39%	66 35%	73 39%	62 34%	94 35%	115 37%	139 37%	156 34%	52 35%	112 37%	100 38%	128 35%	241 38%	168 34%	91 34%	113 38%	95 36%	50 32%	18 32% +	44 44% +	339 36%	70 38%	238 36%	120 36%	51 36% +	140 38%	269 35%	130 36%	279 29%	269 26%	141 32%
Fairly unfavourable (-1)	179 16%	90 16%	87 15%	28 24% fg	32 16%	23 12%	24 12%	32 17%	40 15%	60 19%	47 12%	72 16%	31 21% o	47 15%	31 12%	67 18%	101 16%	78 16%	38 14%	54 18%	38 15%	30 19%	5 10% +	13 14% +	147 15%	32 17%	108 16%	52 15%	18 14% +	55 15%	124 16%	56 15%	123 16%	118 17%	60 14%
Very unfavourable (-2)	173 15%	96 17%	76 13%	12 10%	17 9%	28 15%	28 15%	37 20% de	51 20% e	30 19% e	56 19% j	87 19% j	14 9%	36 12%	40 15%	71 19% mn	76 12%	96 19% q	34 13%	39 13%	49 19%	30 19%	9 16% +	12 13% +	142 15%	31 17%	99 15%	54 16%	20 15% +	34 9%	139 18% d	37 10% f	135 17% f	91 13%	82 19% h
Don't know	143 13%	50 9%	90 16% b	14 12%	34 17% hi	32 17% hi	25 13%	16 9%	23 8%	47 15% l	57 15% l	39 9%	18 12% p	55 18% p	37 14% p	23 6%	77 12%	66 13%	36 13%	39 13%	31 12%	11 7%	9 17% +	17 17% v*	123 13%	20 11%	80 12%	48 14%	14 11% +	51 14%	91 12%	33 9% f	110 14% f	83 12%	60 14%
Net: Very/Fairly favourable	235 21%	122 22%	110 19%	25 21%	36 19%	37 20%	39 21%	36 20%	61 23%	62 20%	76 20%	98 22%	36 24%	56 18%	53 20%	77 21%	145 23%	91 18%	71 26% tx	51 17%	51 19%	37 23%	14 26% +	12 12% +	204 21%	32 17%	141 21%	64 19%	30 23% +	85 23%	151 19%	109 30% g	126 16%	144 20%	92 21%
Net: Very/Fairly unfavourable	352 31%	186 34%	162 28%	41 35%	49 25%	50 27%	52 27%	68 37% eg	91 34%	90 29%	102 27%	159 35% k	44 30%	83 27%	71 27%	138 38% no	178 28%	174 35% q	72 27%	93 31%	87 33%	60 38% s	14 25% +	26 26% +	289 30%	62 34%	208 31%	105 31%	39 29% +	88 24%	263 34% d	93 26% f	258 33% f	209 30%	142 33%
Net Difference	-116 -10%	-64 -12%	-52 -9%	-15 -13%	-13 -7%	-14 -7%	-12 -7%	-32 -17%	-30 -11%	-29 -9%	-26 -7%	-62 -14%	-9 -6%	-27 -9%	-18 -7%	-61 -16%	-33 -5%	-83 -17%	-1 *	-42 -14%	-36 -14%	-24 -15%	1 1%	-14 -14%	-86 -9%	-31 -17%	-67 -10%	-41 -12%	-8 -6%	-4 -1%	-112 -15%	16 4%	-132 -17%	-66 -9%	-50 -12%
Mean	-0.25	-0.28	-0.22	-0.18	-0.14 H	-0.22	-0.20	-0.39	-0.29	-0.16	-0.21	-0.33	-0.09 P	-0.21	-0.21	-0.36	-0.14 R	-0.38	-0.11 U	-0.29	-0.34	-0.28	-0.12 +	-0.27 +	-0.23	-0.35	-0.25	-0.28	-0.15 +	-0.07 e	-0.33	* g	-0.37	-0.21	-0.31

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Nigel Farage, Leader of Reform UK
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Very favourable (2)	151 13%	91 16% c	60 10%	15 13%	15 7%	22 12%	25 13%	27 15%	48 18%	29 9%	47 13%	75 17%	17 12%	32 10%	32 12%	64 17% N	69 11%	82 16% Q	43 16%	35 12%	31 12%	28 17%	7 8%	8 13%	128 13%	23 12%	100 15%	39 12%	12 9%	43 12%	108 14%	33 9%	118 15% f	93 13%	59 13%
Fairly favourable (1)	168 15%	96 17% c	71 12%	17 14%	26 13%	36 19%	33 18%	24 13%	33 12%	42 13%	69 18%	57 13%	21 14%	50 16%	43 16%	46 12%	76 12%	92 18% Q	46 17%	52 18% x	31 12%	23 14%	8 15% +	8 8%	136 14%	31 17%	99 15%	51 15%	18 13% +	60 16%	108 14%	47 13%	121 16%	111 16%	57 13%
Neither favourable nor unfavourable (0)	215 19%	102 18%	110 19%	26 22%	46 23% F	25 13%	32 17%	35 19%	51 23% K	72 15%	57 15%	87 19%	34 23%	58 19%	42 18%	66 18%	116 18%	99 20%	44 18%	62 21%	51 19%	34 22%	8 14% +	16 17% +	188 20%	27 14%	126 19%	65 19%	24 19% +	77 21%	138 18%	73 20%	142 18%	132 19%	83 19%
Fairly unfavourable (-1)	153 13%	75 14%	77 13%	17 14%	29 15% F	20 11%	18 10%	30 16%	39 15% L	45 14%	38 10%	69 15%	22 14%	38 12%	28 11%	56 15%	86 14%	66 13%	28 11%	40 13%	48 18%	19 12%	6 12% +	11 11% +	129 14%	24 13%	85 13%	39 11%	29 22% ab*	46 13%	107 14%	51 14%	102 13%	87 12%	65 15%
Very unfavourable (-2)	390 34%	173 31%	213 37%	34 29%	63 32% F	62 34%	72 38%	64 35%	96 36% L	97 31%	134 36%	160 35%	46 31%	98 32%	101 39%	131 36%	262 41% R	128 26%	91 34%	93 32%	93 35%	41 26%	24 44% v*	48 49% stuv*	316 33%	75 41%	219 33%	121 36%	51 38% +	108 30%	282 36% d	152 42% g	239 31%	239 34%	151 35%
Don't know	62 5%	16 3%	45 8%	9 8%	19 10% HI	21 11% GHI	9 5% I	2 1%	2 1%	28 9% L	29 8% L	4 1%	10 7% P	32 10% P	16 6% P	4 1%	30 5%	32 6%	16 6%	13 4%	10 4%	14 9%	2 3% +	7 7% +	57 6%	4 2%	38 6% c	24 7% c	* 9% +	31 4%	30 4%	11 3%	51 7% f	42 6%	19 4%
Net: Very/Fairly favourable	319 28%	187 34% c	131 23%	31 27%	40 20% E	57 31% E	59 31% E	51 28%	81 30%	72 23% J	116 31% J	132 29%	38 25%	82 27%	75 29%	110 30%	145 23% R	174 35% Q	89 33% ux	87 30% x	61 23% x	50 32% x	15 28% +	16 16% +	265 28%	54 30%	200 30%	89 27%	30 22% +	102 28%	217 28%	80 22%	239 31% f	204 29%	115 26%
Net: Very/Fairly unfavourable	543 48%	248 45%	289 50%	51 43%	91 47% E	82 45% E	90 48%	94 51%	135 50% L	142 45% L	173 46% L	229 51% L	67 45%	135 44% L	129 49%	187 51%	349 55% R	194 39% Q	120 45% ux	133 45% x	141 54% v	60 38%	31 55% +	59 60% stuv*	445 47%	99 54%	304 46%	159 47%	80 60% ab*	154 42% d	389 50% g	202 55% g	341 44%	326 46%	217 50%
Net Difference	-224 -20%	-61 -11%	-158 -27%	-19 -16%	-51 -26% E	-25 -14% E	-32 -17% E	-43 -23%	-54 -20% L	-71 -22% L	-57 -15% L	-97 -21% L	-30 -20% P	-54 -17% P	-54 -21% P	-77 -21% P	-203 -32% R	-21 -4% Q	-31 -12% ux	-46 -16% x	-80 -30% v	-9 -6% x	-15 -27% ux	-43 -44% +	-180 -19% +	-44 -24% +	-104 -16% c	-70 -21% c	-50 -37% +	-52 -14% e	-172 -22% d	-122 -33% g	-102 -13% f	-122 -17% f	-102 -23% f
Mean	-0.43	-0.27 c	-0.59	-0.36	-0.56	-0.40	-0.44	-0.44	-0.38	-0.48	-0.42	-0.41	-0.42	-0.43	-0.50	-0.40	-0.65	-0.14 Q	-0.31 x	-0.37 x	-0.56	-0.15 ux	-0.59 +	-0.92 +	-0.41	-0.53	-0.35	-0.48	-0.67 +	-0.35	-0.47	-0.68	-0.31 f	-0.41	-0.47

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Leader of the Conservative party
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Very favourable (2)	46 4%	24 4%	21 4%	6 5%	4 2%	5 3%	12 6%	7 4%	11 4%	10 3%	17 5%	19 4%	8 5%	7 2%	14 5%	12 3%	29 5%	17 3%	8 3%	4 1%	12 5%	15 st	3 6%	3 3%	41 4%	6 3%	25 4%	17 5%	4 3%	16 4%	30 4%	17 5%	29 4%	27 4%	19 4%			
Fairly favourable (1)	188 17%	97 18%	88 15%	11 10%	30 15%	32 17%	24 12%	28 15%	63 23%	41 13%	56 15%	91 20%	20 13%	47 15%	32 12%	73 20%	114 18%	74 15%	39 15%	60 20%	42 16%	29 18%	10 17%	9 9%	147 15%	41 22%	130 20%	34 10%	23 17%	58 16%	130 17%	61 17%	127 16%	107 15%	81 19%			
Neither favourable nor unfavourable (0)	333 29%	162 29%	169 29%	35 29%	56 29%	46 25%	53 28%	52 29%	91 34%	91 29%	99 26%	143 32%	42 28%	81 26%	77 29%	114 31%	183 29%	150 30%	65 24%	87 29%	84 32%	50 32%	17 31%	31 31%	278 30%	55 30%	198 30%	99 29%	36 29%	114 31%	219 29%	104 30%	229 29%	202 29%	131 30%			
Fairly unfavourable (-1)	180 16%	94 17%	86 15%	25 21%	30 15%	30 16%	26 14%	33 18%	36 13%	55 18%	56 15%	69 15%	28 19%	51 17%	35 13%	61 17%	93 15%	86 17%	62 23%	45 15%	33 13%	26 17%	3 5%	10 11%	152 16%	27 15%	107 16%	47 14%	25 19%	62 17%	117 15%	59 16%	121 16%	119 17%	61 14%			
Very unfavourable (-2)	260 23%	129 23%	127 22%	26 22%	47 24%	42 23%	52 27%	46 25%	47 17%	73 23%	94 25%	93 21%	35 23%	68 22%	75 29%	81 22%	157 25%	103 21%	60 22%	64 22%	65 25%	25 16%	15 27%	30 31%	218 23%	42 23%	131 20%	96 28%	33 25%	67 18%	193 25%	91 22%	169 24%	171 24%	88 20%			
Don't know	133 12%	48 9%	84 15%	15 12%	28 14%	31 17%	23 12%	15 8%	21 8%	43 14%	53 14%	36 8%	17 11%	52 17%	30 11%	26 7%	64 10%	69 14%	35 13%	35 12%	27 10%	13 8%	7 13%	15 15%	120 13%	13 7%	76 11%	43 13%	13 10%	48 13%	85 11%	33 9%	100 13%	79 11%	54 12%			
Net: Very/Fairly favourable	234 21%	121 22%	109 19%	17 15%	34 18%	37 20%	36 19%	35 19%	74 28%	52 17%	73 19%	110 24%	27 18%	54 18%	46 18%	85 23%	142 22%	92 18%	47 18%	64 22%	54 21%	43 27%	13 23%	12 12%	187 20%	47 25%	155 23%	52 15%	27 20%	74 20%	160 21%	78 21%	156 20%	134 19%	100 23%			
Net: Very/Fairly unfavourable	439 39%	223 40%	213 37%	51 43%	77 39%	72 39%	78 41%	80 44%	82 31%	128 41%	149 40%	162 36%	63 42%	119 39%	109 42%	142 39%	250 39%	189 38%	122 45%	109 37%	98 37%	51 32%	18 32%	41 41%	370 39%	69 38%	238 36%	143 42%	58 43%	129 35%	310 40%	150 41%	290 37%	290 41%	149 34%			
Net Difference	-205 -18%	-102 -18%	-103 -18%	-34 -29%	-43 -22%	-35 -19%	-42 -22%	-44 -24%	-8 -3%	-76 -24%	-77 -20%	-52 -12%	-36 -24%	-65 -21%	-64 -24%	-57 -16%	-108 -17%	-97 -19%	-75 -28%	-45 -15%	-44 -17%	-8 -5%	-5 -9%	-29 -29%	-183 -19%	-23 -12%	-83 -12%	-91 -27%	-31 -23%	-55 -15%	-150 -19%	-71 -19%	-134 -17%	-156 -22%	-50 -11%			
Mean	-0.42	-0.41	-0.42	-0.52	-0.51	-0.47	-0.49	-0.50	-0.18 DEFGH	-0.51	-0.48	-0.31 J	-0.47	-0.50	-0.54	-0.37	-0.41	-0.42	-0.54	-0.40	-0.41	-0.13 STX	-0.35 *	-0.66 *	-0.43	-0.35	-0.32 b	-0.58	-0.50 *	-0.34	-0.45	-0.44	-0.41	-0.48	-0.31			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Kemi Badenoch, Leader of the Conservative Party
All Adults aged 18+ in Great Britain

	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Kemi Badenoch		Likelihood for Kemi Badenoch to become Prime Minister		Likelihood for Kemi Badenoch to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time	
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Farage	Unfavourable to Farage	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse								
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	375	269	479	359	403												
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427						
Very favourable (2)	46	17	6	1	12	3	13	26	33	4	9	30	11	23	9	25	31	3	12	32	12	22	33	4	12	30	46	-	10	20	10	16	35	9	8	29	8	34	37	3	32	12	37	9	20	26	12	33	11	31	13	26						
Fairly favourable (1)	188	79	30	7	37	5	49	101	124	30	40	137	46	84	32	95	96	55	32	134	48	78	96	49	32	131	188	-	29	74	27	74	91	72	24	89	32	104	120	12	89	63	128	29	87	84	25	115	33	119	48	90						
Neither favourable nor unfavourable (0)	333	75	88	17	46	30	110	127	79	108	71	154	55	87	55	83	85	111	57	153	53	77	91	115	38	145	-	-	33	62	33	69	83	170	36	92	68	60	75	22	84	158	136	113	159	101	39	134	50	147	76	133						
Fairly unfavourable (-1)	180	14	73	18	20	18	76	54	11	135	67	79	56	60	58	52	40	108	58	88	51	69	37	115	43	91	-	180	40	52	39	56	25	127	23	38	77	12	27	36	34	111	63	82	110	47	28	70	51	69	62	59						
Very unfavourable (-2)	260	10	115	16	20	48	121	64	10	238	107	109	71	99	107	75	32	212	92	127	62	98	39	210	75	133	-	260	70	70	81	63	74	36	215	36	65	135	6	11	113	24	200	38	166	172	48	54	78	75	87	97	83					
Don't know	133	10	28	7	9	11	28	35	19	45	20	49	17	24	19	23	24	36	16	53	9	7	23	49	7	36	-	-	5	3	5	3	15	67	3	35	16	4	5	6	12	36	13	31	44	25	13	41	16	48	19	36						
Net: Very/Fairly favourable	234	96	36	8	49	8	62	128	158	34	50	167	57	107	41	121	127	57	44	166	60	100	129	53	44	161	234	-	40	94	37	90	126	82	32	118	40	138	157	15	121	75	165	38	107	109	37	148	44	150	60	116						
Net: Very/Fairly unfavourable	439	23	188	34	40	67	197	118	21	374	174	187	126	159	164	127	72	320	150	216	113	167	75	325	119	224	-	439	109	133	102	130	61	342	59	103	212	18	38	149	58	311	101	249	283	94	81	148	126	156	140	142						
Net Difference	-205	73	-152	-26	9	-58	-136	10	137	-340	-125	-20	-69	-52	-123	-7	55	-263	-106	-50	-53	-67	54	-272	-75	-63	234	-439	-70	-38	-65	-39	65	-261	-27	14	-172	120	119	-134	63	-236	63	-211	-176	15	-44	-1	-82	-6	-99	-27						
Mean	-0.42	0.41	-0.84	-0.67	*	-1.08	-0.66	-0.08	0.62	-1.11	-0.75	-0.19	-0.54	-0.36	-0.85	-0.17	0.19	-0.97	-0.74	-0.27	-0.45	-0.41	0.16	-0.87	-0.69	-0.31	1.20	-1.99	-0.71	-0.34	-0.69	-0.34	0.23	-0.79	-0.44	-0.07	-0.93	0.68	0.55	-1.31	0.27	-0.78	0.15	-0.92	-0.60	-0.02	-0.54	-0.11	-0.67	-0.14	-0.62	-0.21						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy,zz
Minimum Base: 30 (** Small Base: 100 (**)
Column Headers (1%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,bb,cc,dd,ee,ff,gg,hh,ii,jj,kk,ll,mm,nn,oo,pp,qq,rr,ss,tt,uu,vv,ww,xx,yy,zz
Minimum Base: 30 (** Small Base: 100 (**)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Carla Denyer, co-leader of the Green Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Very favourable (2)	51 4%	34 6%	17 3%	14 12%	12 6%	8 4%	8 4%	5 3%	4 2%	26 4%	16 4%	9 2%	16 10%	12 5%	7 2%	34 5%	17 3%	13 5%	14 5%	12 4%	6 4%	3 5%	4 4%	4 4%	40 6%	10 6%	26 4%	22 7%	2 2%	21 6%	30 4%	25 7%	25 3%	38 5%	13 3%		
Fairly favourable (1)	137 12%	76 14%	57 10%	25 21%	23 12%	23 12%	26 14%	19 11%	21 8%	48 15%	48 13%	41 9%	31 20%	38 12%	32 12%	36 10%	80 12%	58 12%	35 13%	34 11%	28 11%	26 16%	6 11%	9 9%	121 13%	16 9%	80 12%	41 12%	16 12%	54 15%	84 11%	71 19%	67 9%	97 14%	41 9%		
Neither favourable nor unfavourable (0)	414 36%	183 33%	227 40%	39 33%	82 42%	63 35%	67 35%	60 33%	103 38%	121 39%	130 35%	162 36%	56 37%	106 35%	100 38%	138 37%	235 37%	178 36%	101 37%	107 36%	107 41%	49 31%	20 36%	30 31%	344 36%	70 37%	246 36%	121 35%	47 40%	146 35%	267 33%	122 33%	292 38%	262 37%	151 35%		
Fairly unfavourable (-1)	121 11%	63 11%	57 10%	18 15%	20 10%	21 11%	15 8%	25 14%	22 8%	37 12%	36 10%	47 10%	20 14%	36 12%	20 8%	41 11%	62 10%	59 12%	31 11%	27 9%	26 10%	20 13%	4 8%	12 12%	98 10%	23 12%	71 11%	35 10%	15 15%	43 12%	78 10%	45 12%	76 10%	80 11%	41 9%		
Very unfavourable (-2)	171 15%	107 19%	63 11%	6 5%	16 8%	23 13%	27 14%	39 22%	59 22%	23 7%	51 14%	98 22%	9 6%	34 11%	34 23%	85 14%	89 17%	83 17%	27 10%	44 15%	38 15%	30 19%	11 20%	20 21%	141 15%	30 16%	103 15%	48 14%	21 15%	34 9%	137 18%	41 11%	130 17%	96 14%	75 17%		
Don't know	246 22%	89 16%	155 27%	16 13%	43 22%	47 26%	46 24%	35 19%	59 22%	58 19%	93 25%	94 21%	19 13%	77 25%	64 24%	60 16%	140 22%	105 21%	63 23%	69 24%	52 20%	26 17%	12 21%	23 24%	211 22%	35 19%	142 21%	70 21%	34 25%	67 18%	178 23%	62 17%	184 24%	132 19%	114 26%		
Net: Very/Fairly favourable	188 17%	110 20%	74 13%	39 33%	35 18%	30 16%	34 18%	24 13%	26 10%	74 24%	64 17%	50 11%	46 31%	54 17%	44 17%	43 12%	114 18%	74 15%	48 18%	48 16%	40 15%	32 20%	8 15%	12 13%	162 17%	27 14%	106 16%	63 19%	19 14%	74 20%	114 15%	96 26%	92 12%	134 19%	54 12%		
Net: Very/Fairly unfavourable	292 26%	170 31%	120 21%	24 20%	36 18%	44 24%	42 22%	63 35%	82 30%	60 19%	87 23%	145 32%	29 19%	70 23%	54 21%	126 34%	150 23%	141 28%	58 21%	72 24%	64 24%	51 32%	16 28%	32 33%	239 25%	53 29%	173 26%	83 25%	35 26%	77 21%	215 28%	86 24%	206 27%	176 25%	115 27%		
Net Difference	-104 -9%	-60 -11%	-46 -8%	15 13%	-1 *	-14 -8%	-8 -4%	-39 -21%	-56 -21%	14 4%	-23 -6%	-95 -21%	17 12%	-17 -5%	-10 -4%	-83 -23%	-37 -6%	-67 -13%	-10 -4%	-24 -8%	-24 -9%	-19 -12%	-7 -13%	-20 -20%	-77 -8%	-26 -14%	-67 -10%	-20 -6%	-17 -13%	-2 -1%	-101 -13%	10 3%	-114 -15%	-42 -6%	-61 -14%		
Mean	-0.25	-0.29	-0.22	0.22	-0.04	-0.22	-0.19	-0.49	-0.53	0.07	-0.20	-0.51	0.19	-0.15	-0.16	-0.52	-0.18	-0.34	-0.12	-0.24	-0.24	-0.32	-0.36	-0.49	-0.24	-0.31	-0.27	-0.17	-0.35	-0.05	-0.35	-0.02	-0.37	-0.18	-0.38		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (**)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (**)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Adrian Ramsay, co-leader of the Green Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Very favourable (2)	47 4%	28 5%	19 3%	16 14%	7 4%	7 4%	8 4%	5 3%	4 2%	23 7%	15 4%	9 2%	17 11%	13 4%	10 4%	7 2%	31 5%	16 3%	10 4%	13 4%	10 4%	7 4%	3 5%	5 4%	40 4%	7 4%	25 4%	18 5%	4 3%	19 5%	28 4%	21 6%	26 3%	33 5%	14 3%			
Fairly favourable (1)	130 11%	76 14%	52 9%	22 19%	31 16%	21 11%	25 13%	14 8%	17 6%	53 17%	46 12%	31 7%	32 21%	40 13%	29 11%	28 8%	79 12%	51 10%	33 12%	38 13%	26 10%	22 14%	5 9%	5 4%	116 12%	14 8%	73 11%	40 12%	16 12%	58 16%	72 9%	66 18%	64 8%	95 13%	35 8%			
Neither favourable nor unfavourable (0)	418 37%	180 33%	234 41%	33 28%	74 37%	60 33%	68 36%	67 37%	117 43%	106 34%	128 34%	184 41%	45 30%	104 34%	97 37%	155 42%	233 36%	186 37%	106 39%	106 36%	95 36%	52 33%	24 44%	35 35%	345 36%	74 40%	247 37%	115 34%	57 42%	138 38%	280 36%	130 37%	289 37%	257 37%	161 37%			
Fairly unfavourable (-1)	116 10%	64 12%	53 9%	18 15%	22 11%	20 11%	12 6%	25 14%	20 7%	40 13%	32 9%	44 10%	21 14%	34 11%	20 8%	36 10%	63 10%	53 11%	22 8%	33 11%	29 11%	18 12%	2 4%	12 10%	98 10%	19 10%	71 11%	33 10%	92 9%	113 11%	78 10%	40 11%	76 10%	76 11%	40 9%			
Very unfavourable (-2)	176 15%	114 21%	60 10%	11 10%	18 9%	27 15%	26 14%	36 20%	58 21%	29 9%	53 14%	93 21%	13 9%	39 13%	33 12%	81 22%	92 14%	84 17%	35 13%	37 13%	43 16%	29 19%	12 21%	20 20%	144 15%	32 17%	105 16%	54 16%	17 12%	37 10%	139 18%	45 12%	131 17%	105 15%	71 16%			
Don't know	252 22%	91 16%	158 27%	17 14%	45 23%	50 27%	50 26%	37 20%	53 20%	62 20%	100 27%	90 20%	21 14%	77 25%	73 28%	59 16%	143 22%	109 22%	64 24%	67 23%	59 22%	29 18%	10 18%	23 23%	213 22%	39 21%	146 22%	77 23%	29 22%	74 20%	177 23%	64 18%	187 24%	138 20%	113 26%			
Net: Very/Fairly favourable	177 16%	104 19%	71 12%	38 33%	38 19%	28 15%	33 17%	18 10%	21 8%	76 24%	61 16%	40 9%	48 32%	53 17%	39 15%	35 10%	110 17%	67 13%	43 16%	51 17%	37 14%	29 18%	8 14%	9 9%	156 16%	21 11%	98 15%	59 17%	20 15%	77 21%	100 13%	86 24%	90 12%	128 18%	48 11%			
Net: Very/Fairly unfavourable	292 26%	177 32%	113 20%	29 25%	40 20%	47 26%	38 20%	60 33%	77 29%	69 22%	85 23%	138 31%	34 23%	73 24%	53 20%	118 32%	155 24%	137 28%	56 21%	71 24%	72 27%	48 30%	14 25%	32 32%	242 25%	51 28%	176 26%	87 26%	29 21%	75 21%	217 28%	85 23%	207 27%	180 26%	112 26%			
Net Difference	-115 -10%	-74 -13%	-42 -7%	9 8%	-2 -1%	-20 -11%	-5 -3%	-42 -23%	-56 -21%	7 2%	-25 -7%	-98 -22%	14 9%	-20 -7%	-14 -5%	-82 -22%	-45 -7%	-70 -14%	-13 -5%	-19 -7%	-35 -13%	-19 -12%	-6 -11%	-23 -23%	-86 -9%	-30 -16%	-78 -12%	-28 -8%	-9 -6%	2 *	-117 -15%	2 *	-117 -15%	-52 -7%	-63 -15%			
Mean	-0.28	-0.35	-0.20	0.14	-0.08	-0.29	-0.17	-0.50	-0.51	*	-0.23	-0.51	0.14	-0.20	-0.19	-0.51	-0.21	-0.36	-0.18	-0.19	-0.33	-0.32	-0.33	-0.50	-0.26	-0.38	-0.30	-0.24	-0.21	-0.06	-0.38	-0.07	-0.38	-0.22	-0.38			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**) Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Donald Trump, President-elect of the United States of America
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Urban (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/separated (c)	At least one child present (d)	No children (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Very favourable (2)	152 13%	105 19% c	47 8%	17 15%	31 16% H	29 16%	27 14%	16 9%	32 12%	48 15%	56 15%	48 11%	20 14%	53 17% P	34 13%	38 10%	61 10%	91 18% Q	37 14%	38 13%	31 12%	27 17%	10 10% -	10 14% -	133 14%	19 10%	80 12%	59 17% a	14 10% -	57 15% -	96 12%	35 9%	118 15% f	102 14%	50 12%			
Fairly favourable (1)	132 12%	86 16% c	44 8%	16 14%	24 12% GH	34 18% GH	17 9%	18 10%	23 9%	41 13%	50 13%	41 9%	26 17% OP	40 13%	25 10%	33 9%	69 11%	63 13%	36 13%	23 8%	29 11%	25 16% T	5 10% -	14 14% -	116 12%	16 9%	86 13%	35 10%	11 8% -	56 15% e	75 10%	50 14%	82 11%	83 12%	48 11%			
Neither favourable nor unfavourable (0)	149 13%	84 15%	65 11%	19 16%	36 18% GH	22 12%	24 13%	20 11%	29 11%	55 17% L	46 13%	49 11%	24 16% OP	43 14%	35 12%	43 13%	83 13%	66 13%	26 10%	55 18%	24 9%	28 18%	6 11% -	10 13% -	127 13%	22 14%	94 12%	40 11% -	15 17% -	61 13% e	88 11%	47 14%	102 14%	102 14%	48 13%			
Fairly unfavourable (-1)	157 14%	74 13%	80 14%	17 14%	21 9%	25 11%	31 13%	46 17% E	46 17% E	34 11%	46 12%	77 17% J	17 12%	31 10%	38 14%	60 16% N	81 13%	76 15%	41 15%	41 14%	33 12%	26 17%	7 13% -	9 9% -	131 14%	25 14%	99 15%	42 12%	16 12% -	49 14% -	107 14%	50 14%	106 14%	99 14%	58 13%			
Very unfavourable (-2)	504 44%	190 34%	308 53% B	44 38%	73 37% HI	63 34% GHI	91 48% EF	94 52% DEF	138 51% DEF	117 37%	154 41%	233 52% JK	57 38%	111 36% MN	121 46% N	189 51% MN	325 36% R	179 44% V	117 44%	129 44%	140 28%	44 50% TV	25 45% -	49 50% V*	406 42% Y	99 54%	283 42%	146 43%	76 46% ab*	119 33% d	386 50% d	174 48%	330 43%	291 41%	213 49% h			
Don't know	45 4%	13 2%	32 6% B	5 4%	14 7% HI	16 9% GHI	6 3% I	4 2% I	-	19 6% L	22 6% L	4 1%	5 3%	29 9% MOP	8 3%	3 1%	20 3% R	25 5% Q	11 4%	10 3%	7 3%	7 5%	2 4% -	7 7% -	41 4%	3 2%	25 4%	17 5%	3 2% -	22 6% e	22 3%	9 3%	35 5%	28 4%	16 4%			
Net: Very/Fairly favourable	284 25%	192 35% c	91 16%	34 29% H	56 28% H	62 34% GHI	44 23%	34 18%	55 21%	89 28% L	106 28% L	89 20%	46 31% P	93 30% P	60 23%	71 19%	130 31% Q	154 27% Q	73 21%	61 23%	60 23%	52 33% TU	15 27% -	23 24% -	249 26%	35 19%	166 25%	94 28%	24 18% -	113 31% e	171 22%	85 23%	199 26%	185 26%	99 23%			
Net: Very/Fairly unfavourable	661 58%	264 48% B	388 67% B	61 52%	90 46% HI	84 46% GHI	116 61% EF	125 69% DEF	185 69% DEF	151 48%	200 53%	310 69% JK	74 50%	142 46% MN	159 61% MN	250 68% MN	406 63% R	255 51% V	159 59% V	170 58% V	172 65% V	70 45%	32 58% -	58 59% V*	537 56% Y	124 67%	382 57%	187 56%	92 69% ab*	168 46% d	493 64% d	224 61%	437 56%	389 55%	272 63% h			
Net Difference	-377 -33%	-72 -13%	-296 -51% c	-27 -23%	-34 -18% HI	-22 -12% GHI	-72 -38% I	-92 -50% I	-129 -48% I	-62 -20% L	-94 -25% L	-221 -49% L	-28 -19% P	-49 -16% OP	-99 -38% OP	-178 -49% OP	-276 -43% R	-101 -20% Q	-86 -32% Q	-109 -37% Q	-112 -43% Q	-18 -12% STUX	-17 -31% -	-35 -36% -	-288 -30% Z	-89 -49% c	-216 -32% c	-93 -28% c	-68 -50% -	-55 -15% -	-322 -42% e	-139 -38% e	-237 -31% e	-204 -29% i	-173 -40% i			
Mean	-0.67	-0.29 c	-1.02	-0.48 HI	-0.42 HI	-0.33 GHI	-0.74	-0.95	-0.88	-0.44 L	-0.55 L	-0.91	-0.45 P	-0.38 OP	-0.73	-0.90	-0.87	-0.40 Q	-0.64	-0.70	-0.86	-0.24 STUX	-0.61 -	-0.82 -	-0.61 Z	-0.93	-0.65 c	-0.56 c	-0.99 -	-0.34 e	-0.81	-0.78	-0.61	-0.58 i	-0.80			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Labour Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	CD2E	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Very favourable (2)	95 8%	60 11% c	34 6%	15 12% i	33 17% GHI	18 10% i	13 7% i	11 6% i	4 2%	48 15% KL	31 8% L	15 3%	28 19% NDP	31 10% P	22 8% P	13 3%	56 9%	38 8%	29 11%	19 7%	17 6%	21 14% TUX	4 7% *	4 4% *	83 9%	11 6%	55 8%	34 10%	6 4% *	52 14% e	42 5%	51 14% g	44 6%	80 11% i	14 3%		
Fairly favourable (1)	220 19%	105 19%	111 19%	32 27% GHI	53 27% GHI	38 20% i	31 16% i	25 14% i	41 15% i	85 27% KL	69 18% i	66 15% i	39 26% P	75 24% P	46 17% i	56 15% i	150 23% R	69 14% i	48 18%	63 21%	53 20%	28 18%	9 17% *	18 19% *	194 20% i	25 14% i	132 20% c	73 22% c	15 11% *	88 24% e	132 17% i	98 27% g	122 16% i	152 22% i	67 16%		
Neither favourable nor unfavourable (0)	218 19%	108 19%	106 18%	23 19% GHI	55 28% GHI	36 20% i	34 18% i	24 13% i	46 17% i	77 25% L	70 16% i	71 19% i	28 26% OP	79 26% OP	46 18% i	62 19% i	123 19% i	95 19% i	46 17%	44 15%	52 20%	32 20%	9 17% *	35 36% STUVW*	185 19% i	33 18% i	120 18% i	76 23% i	22 16% *	79 22% i	139 18% i	80 22% i	138 21% i	147 21% i	71 16%		
Fairly unfavourable (-1)	214 19%	104 19%	111 19%	20 17% GHI	22 11% GHI	30 16% i	42 22% i	47 26% EF	52 19% i	42 13% J	73 19% i	100 22% i	24 16% i	45 15% i	53 20% i	76 21% i	114 18% i	100 20% i	53 20% i	57 19% i	51 19% i	23 14% i	10 18% *	19 19% *	176 18% i	39 21% i	128 19% i	48 14% i	28 28% b*	17% i	20% i	53 14% i	161 21% f	127 18% i	87 20%		
Very unfavourable (-2)	343 30%	167 30%	173 30%	18 15% GHI	21 10% FGHI	46 25% DE	65 34% DE	70 38% DEF	124 46% DEF	38 12% i	111 30% J	194 43% JK	19 13% i	52 17% MN	87 42% MNO	155 27% i	173 34% Q	170 34% i	83 31% x	96 33% x	83 31% x	43 27% i	21 38% x*	18 18% *	270 28% i	73 40% Y	201 30% i	90 27% i	52 39% b*	58 16% i	285 37% d	74 20% i	269 35% f	169 24% h	174 40% h		
Don't know	50 4%	9 2%	41 7% B	11 10% GHI	12 6% i	16 9% GHI	4 2% i	5 3% i	1 1%	23 7% L	20 5% L	6 1%	11 8% OP	25 8% OP	8 3% i	5 1%	23 4% i	27 5% i	10 4% i	15 5% i	8 3% i	11 7% i	2 3% *	4 4% *	47 5% i	3 2% i	31 5% i	16 5% i	2 2% *	25 7% e	24 3% i	10 3% i	40 5% f	29 4% i	20 5% i		
Net: Very/Fairly favourable	314 28%	165 30%	145 25%	46 39% GHI	87 44% FGHI	56 30% HI	44 23% i	36 20% i	45 17% i	133 42% KL	100 27% L	81 18% i	67 45% NDP	106 34% OP	68 19% i	207 32% R	108 22% i	78 29% i	82 28% i	70 26% i	49 31% i	13 24% *	22 22% *	29% z	278 29% i	37 20% i	187 28% c	107 32% c	20 15% *	140 39% e	174 22% i	149 41% g	166 21% i	233 33% i	82 19%		
Net: Very/Fairly unfavourable	557 49%	271 49%	283 49%	37 32% GHI	43 22% FGHI	77 41% E	108 57% DEF	117 64% DEF	176 66% DEF	80 26% i	184 49% JK	293 65% JK	43 29% i	97 31% MN	140 63% MNO	232 45% i	287 54% Q	270 54% i	136 51% i	154 52% i	134 51% i	66 42% i	31 56% *	38 38% *	446 47% i	112 61% Y	329 49% b	138 41% i	90 67% ab*	120 33% i	437 56% d	127 35% f	431 56% f	296 42% h	261 60% h		
Net Difference	-243 -21%	-106 -19%	-138 -24%	9 8%	44 22% i	-21 -11% i	-63 -33% i	-80 -44% i	-132 -49% i	53 17% i	-84 -22% i	-212 -47% i	24 16% i	9 3% i	-73 -28% i	-163 -44% i	-81 -13% i	-162 -33% i	-58 -22% i	-71 -24% i	-64 -24% i	-16 -10% i	-18 -32% i	-16 -16% i	-168 -18% i	-75 -41% i	-142 -21% i	-32 -9% i	-69 -52% i	20 6% i	-24 -34% i	22 6% i	-265 -34% i	-63 -9% i	-180 -41% i		
Mean	-0.45	-0.39	-0.52	0.06 FGHI	0.31 FGHI	-0.29 GHI	-0.62 i	-0.78 i	-0.94 i	0.22 KL	-0.46 L	-0.88 i	0.24 NDP	-0.04 OP	-0.55 P	-0.85 i	-0.32 R	-0.62 i	-0.43 i	-0.53 i	-0.51 i	-0.25 i	-0.64 *	-0.32 *	-0.39 z	-0.76 i	-0.45 c	-0.27 c	-0.88 *	0.04 e	-0.68 i	* g	-0.67 i	-0.23 i	-0.82 i		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks				Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total (A)	Man (B)	Woman (C)	18-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55-64 (H)	65+ (I)	18-34 (J)	35-54 (K)	55+ (L)	Gen Z (M)	Millennials (N)	Gen X+ (O)	Baby Boomer (P)	ABC1 (Q)	C2DE (R)	North (S)	Midlands (T)	South (U)	London (V)	Wales (W)	Scotland (X)	Yorkshire (Y)	Rural (Z)	Married/Living as Married (a)	Single (b)	Widowed/Divorced/Separated (c)	At least one child present (d)	No children (e)	Graduate (f)	Non-graduate (g)	Working (h)	Not working (i)	
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Very favourable (2)	71 6%	42 8%	29 5%	7 6%	18 9%	5 3%	10 5%	2 1%	28 11%	25 8%	16 4%	31 7%	13 9%	17 5%	12 4%	18 5%	42 7%	30 6%	17 6%	22 x	14 5%	13 x	3 6%	1 1%	63 7%	9 5%	47 7%	17 5%	7 *	22 6%	49 6%	19 5%	52 7%	43 6%	28 6%		
Fairly favourable (1)	206 18%	88 16%	116 20%	20 17%	26 13%	25 13%	26 14%	35 19%	74 27%	46 15%	51 14%	108 24%	24 16%	39 13%	38 15%	93 25%	112 18%	93 19%	35 13%	66 22%	54 21%	26 17%	12 22%	11 11%	166 17%	40 22%	131 20%	44 13%	30 b*	55 15%	150 19%	66 18%	140 18%	115 16%	90 21%		
Neither favourable nor unfavourable (0)	250 22%	126 23%	121 21%	29 25%	49 25%	33 18%	40 21%	41 23%	57 21%	78 25%	73 20%	99 22%	38 26%	66 22%	52 20%	77 21%	142 22%	108 22%	51 19%	67 23%	49 19%	49 31%	10 18%	25 26%	206 22%	44 24%	156 23%	70 21%	24 *	101 e	149 18%	82 22%	168 22%	157 22%	93 21%		
Fairly unfavourable (-1)	221 19%	121 22%	98 17%	18 15%	40 20%	43 23%	44 23%	38 21%	38 14%	58 18%	87 23%	76 17%	21 14%	68 22%	60 23%	64 17%	129 20%	92 18%	54 20%	48 16%	63 24%	29 18%	12 21%	14 15%	187 20%	34 19%	126 19%	68 20%	26 20%	64 18%	156 20%	78 21%	142 18%	143 20%	78 18%		
Very unfavourable (-2)	340 30%	162 29%	172 30%	31 26%	53 27%	62 34%	64 34%	62 34%	69 26%	84 27%	126 34%	130 29%	41 27%	92 30%	92 35%	110 30%	192 30%	148 30%	100 37%	78 26%	74 28%	32 20%	15 27%	42 43%	286 30%	54 29%	179 27%	116 34%	44 33%	97 27%	243 31%	112 31%	228 29%	215 31%	125 29%		
Don't know	51 5%	12 2%	39 7%	12 10%	11 5%	16 9%	6 3%	5 3%	2 1%	23 7%	22 6%	7 2%	12 8%	25 8%	8 3%	6 2%	23 4%	29 6%	12 4%	14 5%	9 4%	9 6%	3 5%	4 4%	48 5%	3 2%	27 4%	22 7%	2 2%	25 e	26 3%	8 2%	44 f	31 4%	21 5%		
Net: Very/Fairly favourable	277 24%	131 24%	145 25%	28 24%	44 22%	30 16%	37 19%	37 20%	102 38%	71 23%	67 18%	139 31%	37 25%	56 18%	50 19%	110 30%	154 24%	123 25%	53 20%	88 30%	69 26%	40 25%	16 28%	12 12%	229 24%	48 26%	179 27%	61 18%	37 27%	77 21%	200 26%	85 23%	192 25%	159 23%	118 27%		
Net: Very/Fairly unfavourable	561 49%	283 51%	270 47%	49 42%	93 47%	105 57%	107 54%	99 54%	107 40%	142 45%	212 57%	207 46%	62 42%	159 52%	152 58%	174 47%	321 50%	240 48%	154 57%	126 43%	137 52%	61 38%	27 49%	57 58%	473 49%	88 48%	306 46%	184 55%	71 53%	162 44%	399 52%	191 52%	370 48%	358 51%	202 47%		
Net Difference	-284 -25%	-153 -28%	-125 -22%	-21 -18%	-49 -25%	-75 -41%	-71 -37%	-63 -34%	-5 -2%	-70 -22%	-146 -39%	-68 -15%	-25 -17%	-103 -34%	-101 -39%	-64 -17%	-167 -26%	-117 -23%	-101 -38%	-38 -13%	-68 -26%	-21 -13%	-11 -20%	-44 -45%	-244 -26%	-40 -22%	-127 -19%	-123 -36%	-34 -25%	-84 -23%	-200 -26%	-105 -29%	-178 -23%	-200 -28%	-84 -19%		
Mean	-0.51	-0.50	-0.50	-0.43 F	-0.45 F	-0.78	-0.67	-0.69	-0.17 FGH	-0.44 K	-0.73	-0.38 K	-0.38 O	-0.63	-0.72	-0.43 O	-0.51	-0.50	-0.71	-0.33 SX	-0.50 X	-0.27 SX	-0.43 *	-0.91 *	-0.52	-0.47	-0.40 b	-0.70	-0.54 *	-0.47	-0.53	-0.55	-0.49	-0.55	-0.44		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Conservative Party
All Adults aged 18+ in Great Britain

Total	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Keir Starmer		Likelihood for Keir Starmer to become Prime Minister		Likelihood for Keir Starmer to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
	Conservative					Labour					Liberal Democrats					Reform UK					Other					Remain					Leave					Favourable to Conservative					Unfavourable to Conservative					Favourable to Labour					Unfavourable to Labour					Favourable to Green Party					Unfavourable to Green Party					Favourable to Reform UK					Unfavourable to Reform UK					Favourable to Starmer					Unfavourable to Starmer					Favourable to Rishi Sunak					Unfavourable to Rishi Sunak					Favourable to Liz Truss					Unfavourable to Liz Truss					Favourable to Nigel Farage					Unfavourable to Nigel Farage					Favourable to Rachel Reeves					Unfavourable to Rachel Reeves					Favourable to Keir Starmer					Unfavourable to Keir Starmer					Favourable to Boris Johnson					Unfavourable to Boris Johnson					Favourable to Theresa May					Unfavourable to Theresa May					Favourable to Kemi Badenoch					Unfavourable to Kemi Badenoch					Favourable to Carrie Donnelly					Unfavourable to Carrie Donnelly					Favourable to Adrian Ramsay					Unfavourable to Adrian Ramsay					Favourable to Donald Trump					Unfavourable to Donald Trump					Favourable to Joe Biden					Unfavourable to Joe Biden					NET Good					NET Bad					Keir Starmer					Kemi Badenoch					Better					Worse					Likely					Unlikely					Likely					Unlikely					Likely					Unlikely					Better					Worse					Better					Worse					Better					Worse																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)	(bs)	(bt)	(bu)	(bv)	(bw)	(bx)	(by)	(bz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)	(cy)	(cz)	(da)	(db)	(dc)	(dd)	(de)	(df)	(dg)	(dh)	(di)	(dj)	(dk)	(dl)	(dm)	(dn)	(do)	(dp)	(dq)	(dr)	(ds)	(dt)	(du)	(dv)	(dw)	(dx)	(dy)	(dz)	(ea)	(eb)	(ec)	(ed)	(ee)	(ef)	(eg)	(eh)	(ei)	(ej)	(ek)	(el)	(em)	(en)	(eo)	(ep)	(eq)	(er)	(es)	(et)	(eu)	(ev)	(ew)	(ex)	(ey)	(ez)	(fa)	(fb)	(fc)	(fd)	(fe)	(ff)	(fg)	(fh)	(fi)	(fj)	(fk)	(fl)	(fm)	(fn)	(fo)	(fp)	(fq)	(fr)	(fs)	(ft)	(fu)	(fv)	(fw)	(fx)	(fy)	(fz)	(ga)	(gb)	(gc)	(gd)	(ge)	(gf)	(gg)	(gh)	(gi)	(gj)	(gk)	(gl)	(gm)	(gn)	(go)	(gp)	(gq)	(gr)	(gs)	(gt)	(gu)	(gv)	(gw)	(gx)	(gy)	(gz)	(ha)	(hb)	(hc)	(hd)	(he)	(hf)	(hg)	(hh)	(hi)	(hj)	(hk)	(hl)	(hm)	(hn)	(ho)	(hp)	(hq)	(hr)	(hs)	(ht)	(hu)	(hv)	(hw)	(hx)	(hy)	(hz)	(ia)	(ib)	(ic)	(id)	(ie)	(if)	(ig)	(ih)	(ii)	(ij)	(ik)	(il)	(im)	(in)	(io)	(ip)	(iq)	(ir)	(is)	(it)	(iu)	(iv)	(iw)	(ix)	(iy)	(iz)	(ja)	(jb)	(jc)	(jd)	(je)	(jf)	(jg)	(jh)	(ji)	(jj)	(jk)	(jl)	(jm)	(jn)	(jo)	(jp)	(jq)	(jr)	(js)	(jt)	(ju)	(jv)	(jw)	(jx)	(jy)	(jz)	(ka)	(kb)	(kc)	(kd)	(ke)	(kf)	(kg)	(kh)	(ki)	(kj)	(kk)	(kl)	(km)	(kn)	(ko)	(kp)	(kq)	(kr)	(ks)	(kt)	(ku)	(kv)	(kw)	(kx)	(ky)	(kz)	(la)	(lb)	(lc)	(ld)	(le)	(lf)	(lg)	(lh)	(li)	(lj)	(lk)	(ll)	(lm)	(ln)	(lo)	(lp)	(lq)	(lr)	(ls)	(lt)	(lu)	(lv)	(lw)	(lx)	(ly)	(lz)	(ma)	(mb)	(mc)	(md)	(me)	(mf)	(mg)	(mh)	(mi)	(mj)	(mk)	(ml)	(mn)	(mo)	(mp)	(mq)	(mr)	(ms)	(mt)	(mu)	(mv)	(mw)	(mx)	(my)	(mz)	(na)	(nb)	(nc)	(nd)	(ne)	(nf)	(ng)	(nh)	(ni)	(nj)	(nk)	(nl)	(nm)	(nn)	(no)	(np)	(nq)	(nr)	(ns)	(nt)	(nu)	(nv)	(nw)	(nx)	(ny)	(nz)	(oa)	(ob)	(oc)	(od)	(oe)	(of)	(og)	(oh)	(oi)	(oj)	(ok)	(ol)	(om)	(on)	(oo)	(op)	(oq)	(or)	(os)	(ot)	(ou)	(ov)	(ow)	(ox)	(oy)	(oz)	(pa)	(pb)	(pc)	(pd)	(pe)	(pf)	(pg)	(ph)	(pi)	(pj)	(pk)	(pl)	(pm)	(pn)	(po)	(pp)	(pq)	(pr)	(ps)	(pt)	(pu)	(pv)	(pw)	(px)	(py)	(pz)	(qa)	(qb)	(qc)	(qd)	(qe)	(qf)	(qg)	(qh)	(qi)	(qj)	(qk)	(ql)	(qm)	(qn)	(qo)	(qp)	(qq)	(qr)	(qs)	(qt)	(qu)	(qv)	(qw)	(qx)	(qy)	(qz)	(ra)	(rb)	(rc)	(rd)	(re)	(rf)	(rg)	(rh)	(ri)	(rj)	(rk)	(rl)	(rm)	(rn)	(ro)	(rp)	(rq)	(rr)	(rs)	(rt)	(ru)	(rv)	(rw)	(rx)	(ry)	(rz)	(sa)	(sb)	(sc)	(sd)	(se)	(sf)	(sg)	(sh)	(si)	(sj)	(sk)	(sl)	(sm)	(sn)	(so)	(sp)	(sq)	(sr)	(ss)	(st)	(su)	(sv)	(sw)	(sx)	(sy)	(sz)	(ta)	(tb)	(tc)	(td)	(te)	(tf)	(tg)	(th)	(ti)	(tj)	(tk)	(tl)	(tm)	(tn)	(to)	(tp)	(tq)	(tr)	(ts)	(tt)	(tu)	(tv)	(tw)	(tx)	(ty)	(tz)	(ua)	(ub)	(uc)	(ud)	(ue)	(uf)	(ug)	(uh)	(ui)	(uj)	(uk)	(ul)	(um)	(un)	(uo)	(up)	(uq)	(ur)	(us)	(ut)	(uu)	(uv)	(uw)	(ux)	(uy)	(uz)	(va)	(vb)	(vc)	(vd)	(ve)	(vf)	(vg)	(vh)	(vi)	(vj)	(vk)	(vl)	(vm)	(vn)	(vo)	(vp)	(vq)	(vr)	(vs)	(vt)	(vu)	(vv)	(vw)	(vx)	(vy)	(vz)	(wa)	(wb)	(wc)	(wd)	(we)	(wf)	(wg)	(wh)	(wi)	(wj)	(wk)	(wl)	(wm)	(wn)	(wo)	(wp)	(wq)	(wr)	(ws)	(wt)	(wu)	(wv)	(ww)	(wx)	(wy)	(wz)	(xa)	(xb)	(xc)	(xd)	(xe)	(xf)	(xg)	(xh)	(xi)	(xj)	(xk)	(xl)	(xm)	(xn)	(xo)	(xp)	(xq)	(xr)	(xs)	(xt)	(xu)	(xv)	(xw)	(xx)	(xy)	(xz)	(ya)	(yb)	(yc)	(yd)	(ye)	(yf)	(yg)	(yh)	(yi)	(yj)	(yk)	(yl)	(ym)	(yn)	(yo)	(yp)	(yq)	(yr)	(ys)	(yt)	(yu)	(yv)	(yw)	(yx)	(yy)	(yz)	(za)	(zb)	(zc)	(zd)	(ze)	(zf)	(zg)	(zh)	(zi)	(zj)	(zk)	(zl)	(zm)	(zn)	(zo)	(zp)	(zq)	(zr)	(zs)	(zt)	(zu)	(zv)	(zw)	(zx)	(zy)	(zz)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)	(bs)	(bt)	(bu)	(bv)	(bw)	(bx)	(by)	(bz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)	(cy)	(cz)	(da)	(db)	(dc)	(dd)	(de)	(df)	(dg)	(dh)	(di)	(dj)	(dk)	(dl)	(dm)	(dn)	(do)	(dp)	(dq)	(dr)	(ds)	(dt)	(du)	(dv)	(dw)	(dx)	(dy)	(dz)	(ea)	(eb)	(ec)	(ed)	(ee)	(ef)	(eg)	(eh)	(ei)	(ej)	(ek)	(el)	(em)	(en)	(eo)	(ep)	(eq)	(er)	(es)	(et)	(eu)	(ev)	(ew)	(ex)	(ey)	(ez)	(fa)	(fb)	(fc)	(fd)	(fe)	(ff)	(fg)	(fh)	(fi)	(fj)	(fk)	(fl)	(fm)	(fn)	(fo)	(fp)	(fq)	(fr)	(fs)	(ft)	(fu)	(fv)	(fw)	(fx)	(fy)	(fz)	(ga)	(gb)	(gc)	(gd)	(ge)	(gf)	(gg)	(gh)	(gi)	(gj)	(gk)	(gl)	(gm)	(gn)	(go)	(gp)	(gq)	(gr)	(gs)	(gt)	(gu)	(gv)	(gw)	(gx)	(gy)	(gz)	(ha)	(hb)	(hc)	(hd)	(he)	(hf)	(hg)	(hh)	(hi)	(hj)	(hk)	(hl)	(hm)	(hn)	(ho)	(hp)	(hq)	(hr)	(hs)	(ht)	(hu)	(hv)	(hw)	(hx)	(hy)	(hz)	(ia)	(ib)	(ic)	(id)	(ie)	(if)	(ig)	(ih)	(ii)	(ij)	(ik)	(il)	(im)	(in)	(io)	(ip)	(iq)	(ir)	(is)	(it)	(iu)	(iv)	(iw)	(ix)	(iy)	(iz)	(ja)	(jb)	(jc)	(jd)	(je)	(jf)	(jg)	(jh)	(ji)	(jj)	(jk)	(jl)	(jm)	(jn)	(jo)	(jp)	(jq)	(jr)	(js)	(jt)	(ju)	(jv)	(jw)	(jx)	(jy)	(jz)	(ka)	(kb)	(kc)	(kd)	(ke)	(kf)	(kg)	(kh)	(ki)	(kj)	(kk)	(kl)	(km)	(kn)	(ko)	(kp)	(kq)	(kr)	(ks)	(kt)	(ku)	(kv)	(kw)	(kx)	(ky)	(kz)	(la)	(lb)	(lc)	(ld)	(le)	(lf)	(lg)	(lh)	(li)	(lj)	(lk)	(ll)	(lm)	(ln)	(lo)	(lp)	(lq)	(lr)	(ls)	(lt)	(lu)	(lv)	(lw)	(lx)	(ly)	(lz)	(ma)	(mb)	(mc)	(md)	(me)	(mf)	(mg)	(mh)	(mi)	(mj)	(mk)	(ml)	(mn)	(mo)	(mp)	(mq)	(mr)	(ms)	(mt)	(mu)	(mv)	(mw)	(mx)	(my)	(mz)	(na)	(nb)	(nc)	(nd)	(ne)	(nf)	(ng)	(nh)	(ni)	(nj)	(nk)	(nl)	(nm)	(nn)	(no)	(np)	(nq)	(nr)	(ns)	(nt)	(nu)	(nv)	(nw)	(nx)	(ny)	(nz)	(oa)	(ob)	(oc)	(od)	(oe)	(of)	(og)	(oh)	(oi)	(oj)	(ok)	(ol)	(om)	(on)	(oo)	(op)	(oq)	(or)	(os)	(ot)	(ou)	(ov)	(ow)	(ox)	(oy)	(oz)	(pa)	(pb)	(pc)	(pd)	(pe)	(pf)	(pg)	(ph)	(pi)	(pj)	(pk)	(pl)	(pm)	(pn)	(po)	(pp)	(pq)	(pr)	(ps)	(pt)	(pu)	(pv)	(pw)	(px)	(py)	(pz)	(qa)	(qb)	(qc)	(qd)	(qe)	(qf)	(qg)	(qh)	(qi)	(qj)	(qk)	(ql)	(qm)	(qn)	(qo)	(qp)	(qq)	(qr)	(qs)	(qt)	(qu)	(qv)	(qw)	(qx)	(qy)	(qz)	(ra)	(rb)	(rc)	(rd)	(re)	(rf)	(rg)	(rh)	(ri)	(rj)	(rk)	(rl)	(rm)	(rn)	(ro)	(rp)	(rq)	(rr)	(rs)	(rt)	(ru)	(rv)	(rw)	(rx)	(ry)	(rz)	(sa)	(sb)	(sc)	(sd)	(se)	(sf)	(sg)	(sh)	(si)	(sj)	(sk)	(sl)	(sm)	(sn)	(so)	(sp)	(sq)	(sr)	(ss)	(st)	(su)	(sv)	(sw)	(sx)	(sy)	(sz)	(ta)	(tb)	(tc)	(td)	(te)	(tf)	(tg)	(th)	(ti)	(tj)	(tk)	(tl)	(tm)	(tn)	(to)	(tp)	(tq)	(tr)	(ts)	(tt)	(tu)	(tv)	(tw)	(tx)	(ty)	(tz)	(ua)	(ub)	(uc)	(ud)	(ue)	(uf)	(ug)	(uh)	(ui)	(uj)	(uk)	(ul)	(um)	(un)	(uo)	(up)	(uq)	(ur)	(us)	(ut)	(uu)	(uv)	(uw)	(ux)	(uy)	(uz)	(va)	(vb)	(vc)	(vd)	(ve)	(vf)	(vg)	(vh)	(vi)	(vj)	(vk)	(vl)	(vm)	(vn)	(vo)	(vp)	(vq)	(vr)	(vs)	(vt)	(vu)	(vv)	(vw)	(vx)	(vy)	(vz)	(wa)	(wb)	(wc)	(wd)	(we)	(wf)	(wg)	(wh)	(wi)	(wj)	(wk)	(wl)	(wm)	(wn)	(wo)	(wp)	(wq)	(wr)	(ws)	(wt)	(wu)	(wv)	(ww)	(wx)	(wy)	(wz)	(xa)	(xb)	(xc)	(xd)	(xe)	(xf)	(xg)	(xh)	(xi)	(xj)	(xk)	(xl)	(xm)	(xn)	(xo)	(xp)	(xq)	(xr)	(xs)	(xt)	(xu)	(xv)	(xw)	(xx)	(xy)	(xz)	(ya)	(yb)	(yc)	(yd)	(ze)	(zf)	(zg)	(zh)	(zi)	(zj)	(zk)	(zl)	(zm)	(zn)	(zo)	(zp)	(zq)	(zr)	(zs)	(zt)	(zu)	(zv)	(zw)	(zx)	(zy)	(zz)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)	(ba)	(bb)	(bc)	(bd)	(be)	(bf)	(bg)	(bh)	(bi)	(bj)	(bk)	(bl)	(bm)	(bn)	(bo)	(bp)	(bq)	(br)	(bs)	(bt)	(bu)	(bv)	(bw)	(bx)	(by)	(bz)	(ca)	(cb)	(cc)	(cd)	(ce)	(cf)	(cg)	(ch)	(ci)	(cj)	(ck)	(cl)	(cm)	(cn)	(co)	(cp)	(cq)	(cr)	(cs)	(ct)	(cu)	(cv)	(cw)	(cx)	(cy)	(cz)	(da)	(db)	(dc)	(dd)	(de)	(df)	(dg)	(dh)	(di)	(dj)	(dk)	(dl)	(dm)	(dn)	(do)	(dp)	(dq)	(dr)	(ds)	(dt)	(du)	(dv)	(dw)	(dx)	(dy)	(dz)	(ea)	(eb)	(ec)	(ed)	(ee)	(ef)	(eg)	(eh)	(ei)	(ej)	(ek)	(el)	(em)	(en)	(eo)	(ep)	(eq)	(er)	(es)	(et)	(eu)	(ev)	(ew)	(ex)	(ey)	(ez)	(fa)	(fb)	(fc)	(fd)	(fe)	(ff)	(fg)	(fh)	(fi)	(fj)	(fk)	(fl)	(fm)	(fn)	(fo)	(fp)	(fq)	(fr)	(fs)	(ft)	(fu)	(fv)	(fw)	(fx)	(fy)	(fz)	(ga)	(gb)	(gc)	(gd)	(ge)	(gf)	(gg)	(gh)	(gi)	(gj)	(gk)	(gl)	(gm)	(gn)	(go)	(gp)	(gq)	(gr)	(gs)	(gt)	(gu)	(gv)	(gw)	(gx)	(gy)	(gz)	(ha)	(hb)	(hc)	(hd)	(he)	(hf)	(hg)	(hh)	(hi)	(hj)	(hk)	(hl)	(hm)	(hn)	(ho)	(hp)	(hq)	(hr)	(hs)	(ht)	(hu)	(hv)	(hw)	(hx)	(hy)	(hz)	(ia)	(ib)	(ic)	(id)	(ie)	(if)	(ig)	(ih)	(ii)	(ij)	(ik)	(il)	(im)	(in)	(io)	(ip)	(iq)	(ir)	(is)	(it)	(iu)	(iv)	(iw)	(ix)	(iy)	(iz)	(ja)	(jb)	(jc)	(jd)	(je)	(jf)	(jg)	(jh)	(ji)	(jj)	(jk)	(jl)	(jm)	(jn)	(jo)	(jp)	(jq)	(jr)	(js)	(jt)	(ju)	(jv)	(jw)	(jx)	(jy)	(jz)	(ka)	(kb)	(kc)	(kd)	(ke)	(kf)	(kg)	(kh)	(ki)	(kj)	(kk)	(kl)	(km)	(kn)	(ko)	(kp)	(kq)	(kr)	(ks)	(kt)	(ku)	(kv)	(kw)	(kx)	(ky)	(kz)	(la)	(lb)	(lc)	(ld)	(le)	(lf)	(lg)	(lh)	(li)	(lj)	(lk)	(ll)	(lm)	(ln)	(lo)	(lp)	(lq)	(lr)	(ls)	(lt)	(lu)	(lv)	(lw)	(lx)	(ly)	(lz)	(ma)	(mb)	(mc)	(md)	(me)	(mf)	(mg)	(mh)	(mi)	(mj)	(mk)	(ml)	(mn)	(mo)	(mp)	(mq)	(mr)	(ms)	(mt)	(mu)	(mv)	(mw)	(mx)	(my)	(mz)	(na)	(nb)	(nc)	(nd)	(ne)	(nf)	(ng)	(nh)	(ni)	(nj)	(nk)	(nl)	(nm)	(nn)	(no)	(np)	(nq)	(nr)	(ns)	(nt)	(nu)	(nv)	(nw)	(nx)	(ny)	(nz)	(oa)	(ob)	(oc)	(od)	(oe)	(of)	(og)	(oh)	(oi)	(oj)	(ok)	(ol)	(om)	(on)	(oo)	(op)	(oq)	(or)	(os)	(ot)	(ou)	(ov)	(ow)	(ox)	(oy)	(oz)	(pa)	(pb)	(pc)	(pd)	(pe)	(pf)	(pg)	(ph)	(pi)	(pj)	(pk)	(pl)	(pm)	(pn)	(po)	(pp)	(pq)	(pr)	(ps)	(pt)	(pu)	(pv)	(pw)	(px)	(py)	(pz)	(qa)	(qb)	(qc)	(qd)	(qe)	(qf)	(qg)	(qh)	(qi)	(qj)	(qk)	(ql)	(qm)	(qn)	(qo)	(qp)	(qq)	(qr)	(qs)	(qt)	(qu)	(qv)	(qw)	(qx)	(qy)	(qz)	(ra)	(rb)	(rc)	(rd)	(re)	(rf)	(rg)	(rh)	(ri)	(rj)	(rk)	(rl)	(rm)	(rn)	(ro)	(rp)	(rq)	(rr)	(rs)	(rt)	(ru)	(rv)	(rw)	(rx)	(ry)	(rz)	(sa)	(sb)	(sc)	(sd)	(se)	(sf)	(sg)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Liberal Democrats
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks				Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376	
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434	
Very favourable (2)	47 4%	32 6% c	15 3%	8 7% HI	10 5% H	13 7% HI	7 4%	2 1%	6 2%	18 6% L	20 5% L	8 2%	9 6% P	19 6% P	11 4%	6 2%	31 5%	16 3%	9 3%	10 3%	6 2%	16 10% STU	1 1%	5 5%	40 4%	7 4%	30 4%	12 4%	5 4%	23 6% e	24 3%	29 8% g	18 2%	34 5%	12 3%	
Fairly favourable (1)	209 18%	96 17%	111 19%	18 15%	30 15%	33 18%	34 18%	30 16%	64 24%	48 15%	67 18%	94 21%	26 17%	50 16%	46 18%	69 19%	124 19%	84 17%	62 23% x	49 16%	47 18%	29 19%	12 21% +	10 11% +	176 18%	33 18%	121 18%	61 18%	26 19% +	64 18%	144 19%	86 24% g	123 16%	120 17%	89 20%	
Neither favourable nor unfavourable (0)	428 38%	202 37%	222 39%	46 40%	77 39%	68 37%	75 40%	68 37%	95 35%	123 39%	142 38%	163 36%	59 39%	117 38%	103 39%	132 36%	251 39%	178 36%	96 36%	120 41%	99 38%	51 33%	18 33% +	44 45% +	359 38%	70 38%	252 38%	120 36%	56 42% +	149 41%	279 36%	130 39%	298 41% i	287 39%	142 33%	
Fairly unfavourable (-1)	199 17%	97 17%	100 17%	23 20%	32 17%	23 13%	33 17%	38 21% F	49 18%	56 18%	56 15%	87 19%	29 19%	42 14%	47 18%	77 21% N	112 17%	87 18%	44 16%	55 19%	53 20%	21 13%	9 16% +	17 17% +	165 17%	34 19%	124 19%	54 16%	21 16% +	52 14%	147 19%	70 17%	129 17%	118 17%	81 19%	
Very unfavourable (-2)	177 16%	106 19% c	70 12%	10 8%	24 12%	27 14%	29 16%	37 20% DE	51 20% D	33 11%	56 15%	88 19% J	13 9%	40 13%	39 15%	74 20% MN	87 14%	90 18%	38 14%	43 15%	43 16%	30 19%	11 20% +	12 13% +	148 16%	29 16%	101 15%	56 17%	20 15% +	41 11% +	136 18% d	37 10%	140 18% f	98 14%	79 18%	
Don't know	79 7%	20 4%	58 10% B	12 10% HI	23 12% HI	21 11% HI	12 6% I	7 4%	5 2%	34 11% L	33 9% L	12 3%	13 9% P	39 13% OP	17 6% P	9 3%	35 5%	44 9%	21 8%	18 6%	15 6%	11 7%	5 8% +	9 10% +	68 7%	11 6%	40 6%	34 10% a	5 4% +	35 10% e	44 6%	13 4%	66 9% f	47 7%	32 7%	
Net: Very/Fairly favourable	255 22%	128 23%	125 22%	26 22%	40 21%	46 25%	41 22%	32 18%	70 26%	67 21%	87 23%	102 23%	35 24%	69 23%	57 22%	75 20%	155 24%	100 20%	70 26%	58 20%	54 20%	45 29% x	12 22% +	15 16% +	216 23%	40 22%	151 23%	73 22%	31 23% +	87 24%	168 22%	115 31% g	140 18%	154 22%	101 23%	
Net: Very/Fairly unfavourable	376 33%	203 37% c	170 30%	33 28%	56 29%	50 27%	62 33%	76 41% def	99 37%	89 28%	112 30%	175 39% k	42 28%	82 27%	85 33%	150 41% MN	199 31%	177 35%	82 30%	99 33%	96 36%	51 32%	20 37% +	29 30% +	313 33%	63 34%	224 34%	110 33%	42 31% +	93 26%	283 37% d	107 29%	269 35%	216 31%	160 37%	
Net Difference	-121 -11%	-75 -14%	-45 -8%	-7 -6%	-16 -8%	-4 -2%	-21 -11%	-43 -24%	-30 -11%	-22 -7%	-25 -7%	-73 -16%	-6 -4%	-12 -4%	-29 -11%	-75 -20%	-44 -7%	-77 -15%	-11 -4%	-40 -14%	-42 -16%	-5 -3%	-8 -15%	-14 -14%	-97 -10%	-23 -13%	-73 -11%	-37 -11%	-10 -8%	-6 -2%	-114 -15%	8 2%	-129 -17%	-62 -9%	-59 -13%	
Mean	-0.24	-0.28	-0.19	-0.07 H	-0.17 H	-0.11 H	-0.25	-0.45	-0.28	-0.13 L	-0.18	-0.35	-0.07 P	-0.12 P	-0.23	-0.40	-0.17 R	-0.33	-0.16	-0.27	-0.31	-0.13	-0.37 +	-0.24 +	-0.23	-0.26	-0.23	-0.27	-0.20 +	-0.07 e	-0.31	* g	-0.36	-0.19	-0.31	

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - The Green Party
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/separated	At least one child present	No children	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Very favourable (2)	84 7%	46 8%	37 6%	17 15%	20 10%	18 10%	15 8%	8 4%	7 2%	37 12%	33 9%	14 3%	21 14%	32 11%	19 7%	13 3%	50 8%	34 7%	19 7%	25 9%	18 7%	12 8%	4 7%	6 6%	72 8%	13 7%	46 7%	32 10%	6 5%	35 10%	49 6%	38 10%	46 6%	63 9%	21 5%			
Fairly favourable (1)	195 17%	86 15%	108 19%	26 22%	45 23%	26 14%	29 16%	26 14%	42 16%	71 23%	56 15%	68 15%	33 22%	59 19%	40 15%	55 15%	119 19%	76 15%	50 19%	53 18%	45 17%	28 18%	5 9%	13 14%	168 18%	27 15%	116 17%	60 18%	19 14%	74 20%	121 16%	95 26%	100 13%	124 18%	71 16%			
Neither favourable nor unfavourable (0)	416 37%	196 36%	218 38%	36 31%	75 38%	63 34%	76 40%	60 33%	106 39%	111 35%	139 37%	166 37%	50 33%	105 34%	108 41%	135 37%	238 37%	178 36%	99 37%	109 37%	95 36%	54 34%	20 36%	39 39%	347 36%	69 38%	245 37%	115 34%	56 42%	132 36%	284 37%	115 31%	301 39%	259 37%	157 36%			
Fairly unfavourable (-1)	171 15%	82 15%	85 15%	15 13%	21 11%	30 16%	24 13%	41 22%	41 15%	36 11%	54 14%	81 18%	20 13%	41 13%	35 13%	60 16%	98 15%	73 15%	40 15%	44 15%	49 19%	22 14%	5 10%	10 10%	131 14%	40 22%	111 17%	40 12%	20 15%	54 15%	117 15%	56 15%	115 15%	102 15%	69 16%			
Very unfavourable (-2)	183 16%	115 21%	66 11%	12 10%	16 8%	24 13%	28 15%	40 22%	63 24%	27 9%	52 14%	103 23%	13 9%	32 11%	38 15%	91 25%	90 14%	92 19%	32 12%	42 14%	36 14%	29 18%	18 26%	25 17%	158 13%	24 15%	100 17%	58 17%	25 19%	35 10%	148 19%	47 13%	135 17%	103 15%	80 18%			
Don't know	90 8%	27 5%	62 11%	12 10%	19 10%	24 13%	16 9%	8 5%	10 4%	31 10%	41 11%	19 4%	13 9%	37 12%	22 8%	13 3%	43 7%	47 9%	28 10%	22 7%	19 7%	13 8%	3 6%	5 5%	79 8%	11 6%	50 7%	32 10%	8 6%	35 9%	56 7%	14 4%	76 10%	53 8%	37 9%			
Net: Very/Fairly favourable	279 25%	132 24%	145 25%	43 37%	66 33%	44 24%	45 24%	33 18%	49 18%	109 35%	89 24%	82 18%	53 36%	92 30%	59 23%	67 18%	170 27%	110 22%	69 26%	79 27%	63 24%	40 25%	9 16%	19 20%	240 25%	39 21%	161 24%	93 27%	25 19%	110 30%	170 22%	134 37%	146 19%	187 27%	92 21%			
Net: Very/Fairly unfavourable	354 31%	197 36%	151 26%	27 23%	37 19%	54 29%	52 28%	81 44%	104 39%	63 20%	106 28%	185 41%	33 22%	73 24%	73 28%	152 41%	188 29%	165 33%	73 27%	86 29%	86 32%	50 32%	23 42%	36 36%	289 30%	64 35%	211 32%	97 29%	45 33%	88 24%	265 34%	103 28%	250 32%	206 29%	148 34%			
Net Difference	-74 -7%	-65 -12%	-5 -1%	16 14%	29 15%	-10 -5%	-7 -4%	-48 -26%	-55 -20%	46 15%	-17 -5%	-103 -23%	20 13%	19 6%	-14 -5%	-84 -23%	-19 -3%	-56 -11%	-3 -1%	-7 -3%	-22 -9%	-10 -6%	-15 -26%	-16 -17%	-50 -5%	-25 -13%	-50 -7%	-5 -1%	-20 -15%	21 6%	-95 -12%	30 8%	-104 -14%	-19 -3%	-56 -13%			
Mean	-0.16	-0.25	-0.07	0.21	0.19	-0.10	-0.12	-0.46	-0.43	0.20	-0.11	-0.44	0.20	0.07	-0.14	-0.46	-0.10	-0.25	-0.07	-0.09	-0.17	-0.18	-0.56	-0.38	-0.16	-0.21	-0.17	-0.10	-0.30	0.07	-0.27	0.06	-0.28	-0.09	-0.29			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

ColumnMeans (5%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (**); Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q2. To what extent, if at all, do you have a favourable or unfavourable opinion of the following politicians and political parties? - Reform UK
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade		Region							Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Very favourable (2)	142 12%	79 14%	63 11%	14 12%	14 7%	20 11%	27 14%	25 14%	42 16%	28 9%	47 13%	67 15%	15 10%	31 10%	34 13%	60 16%	81 10%	45 17%	37 13%	27 10%	19 12%	6 7%	7 7%	117 12%	25 14%	90 14%	37 11%	14 12%	42 13%	100 9%	31 9%	111 14%	87 12%	55 13%				
Fairly favourable (1)	166 15%	97 18%	68 12%	21 18%	28 14%	34 19%	26 14%	28 16%	30 11%	48 15%	60 16%	58 13%	26 18%	49 16%	35 13%	48 13%	84 13%	82 16%	43 16%	44 15%	33 13%	28 18%	6 10%	12 12%	145 15%	21 11%	105 16%	49 15%	12 9%	64 17%	103 13%	52 14%	114 15%	107 15%	60 14%			
Neither favourable nor unfavourable (0)	227 20%	116 21%	110 19%	25 21%	48 25%	33 18%	35 18%	32 18%	54 20%	74 23%	67 18%	86 19%	33 22%	63 21%	50 19%	62 17%	126 20%	102 20%	35 13%	59 20%	48 18%	49 31%	11 20%	25 26%	194 20%	33 20%	134 20%	68 20%	26 23%	85 18%	142 20%	72 20%	155 20%	143 20%	84 19%			
Fairly unfavourable (-1)	163 14%	79 14%	82 14%	12 10%	29 15%	20 11%	23 12%	36 20%	42 16%	41 13%	43 12%	79 17%	16 11%	41 13%	31 12%	66 18%	97 15%	66 13%	41 15%	42 14%	52 20%	10 6%	8 10%	10 14%	135 15%	28 18%	93 14%	34 10%	36 27%	47 13%	116 15%	50 14%	113 15%	102 14%	61 14%			
Very unfavourable (-2)	361 32%	161 29%	194 34%	36 31%	59 30%	54 29%	66 35%	53 29%	93 35%	95 30%	121 32%	146 32%	48 32%	88 29%	93 36%	118 32%	235 37%	126 25%	85 31%	90 30%	90 34%	39 25%	19 35%	39 39%	295 31%	66 36%	205 31%	118 35%	38 28%	99 27%	263 34%	147 40%	214 28%	221 31%	140 32%			
Don't know	80 7%	19 4%	59 10%	10 8%	18 9%	23 13%	12 6%	8 5%	8 3%	28 9%	35 9%	16 4%	12 8%	35 11%	19 7%	13 4%	37 6%	43 9%	20 7%	23 8%	14 5%	13 8%	4 7%	6 6%	69 7%	11 6%	42 6%	30 9%	7 6%	29 8%	51 7%	13 3%	67 9%	45 6%	35 8%			
Net: Very/Fairly favourable	308 27%	176 32%	131 23%	34 29%	42 21%	54 29%	53 28%	53 29%	72 27%	76 24%	107 29%	125 28%	41 28%	80 26%	68 26%	108 29%	145 23%	163 33%	89 33%	81 27%	60 23%	48 30%	12 22%	19 19%	262 27%	46 25%	195 29%	87 26%	27 20%	106 29%	26 26%	84 23%	224 29%	194 27%	115 26%			
Net: Very/Fairly unfavourable	524 46%	240 43%	276 48%	48 41%	88 45%	75 40%	89 47%	89 49%	135 50%	136 43%	164 44%	224 50%	63 42%	129 42%	124 48%	184 50%	332 52%	192 38%	126 47%	132 45%	141 54%	49 31%	28 50%	49 50%	430 45%	94 51%	207 45%	152 45%	74 55%	145 40%	379 49%	197 54%	327 42%	323 46%	201 46%			
Net Difference	-216 -19%	-64 -12%	-145 -25%	-14 -12%	-46 -23%	-21 -11%	-36 -19%	-36 -20%	-63 -23%	-60 -19%	-57 -15%	-99 -22%	-22 -15%	-50 -16%	-56 -21%	-77 -21%	-187 -29%	-29 -6%	-37 -14%	-51 -17%	-81 -31%	-1 -1%	-16 -29%	-30 -30%	-168 -18%	-48 -26%	-102 -15%	-66 -20%	-47 -35%	-40 -11%	-176 -23%	-113 -31%	-103 -13%	-129 -18%	-86 -20%			
Mean	-0.41	-0.27	-0.54	-0.34	-0.51	-0.34	-0.43	-0.37	-0.44	-0.44	-0.39	-0.41	-0.39	-0.39	-0.48	-0.38	-0.60	-0.16	-0.31	-0.38	-0.58	-0.14	-0.57	-0.66	-0.39	-0.51	-0.35	-0.48	-0.56	-0.29	-0.47	-0.65	-0.29	-0.40	-0.43			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)

ColumnMeans (%): A/B/C/D/E/F/G/H/I/J/K/L/M/N/O/P/Q/R/S/T/U/V/W/X/Y/Z/a/b/c/d/e/f/g/h/ Minimum Base: 30 (** Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q4. On a scale of 0 to 10, where 10 means a very good job and 0 means a very bad job, do you think the current Labour government is doing a good or bad job at running the country?
All Adults aged 18+ in Great Britain

	Total	Gender			Age					Aggregated Age Breaks					Generations				Social grade				Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Partner	Widowed/ Separated	At least one child present	No children present	Graduate	Non- graduate	Working	Not working				
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)			
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	168	302	163	157	49	100	954	185	664	355	120	399	740	587	152	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
0 = Very bad job (0)	211	89	119	6	12	32	41	47	74	18	73	120	8	34	54	99	105	106	63	57	35	28	17	11	164	47	121	55	36	36	176	42	169	110	101			
	19%	16%	21%	5%	6%	17%	22%	26%	27%	6%	20%	27%	5%	11%	21%	27%	21%	23%	19%	13%	18%	31%	11%	17%	26%	18%	16%	27%	10%	23%	12%	22%	16%	23%				
1	57	29	28	1	5	7	12	11	21	5	19	32	1	9	16	25	36	21	16	14	21	4	1	1	44	13	29	15	14	14	43	14	42	32	25			
	5%	5%	5%	1%	2%	4%	6%	6%	8%	2%	5%	7%	1%	3%	6%	7%	6%	4%	6%	5%	8%	3%	2%	1%	5%	7%	4%	4%	10%	4%	6%	4%	5%	5%	6%			
2	80	36	43	5	10	13	13	13	26	15	25	39	5	20	17	33	33	46	15	21	23	7	4	10	70	9	46	19	15	20	60	17	62	38	42			
	7%	7%	7%	7%	5%	7%	7%	10%	5%	7%	9%	4%	6%	6%	7%	9%	5%	9%	6%	7%	9%	5%	7%	10%	7%	6%	6%	11%	5%	8%	5%	8%	5%	10%				
3	112	57	54	8	6	20	21	24	33	14	41	57	8	24	26	48	69	44	22	25	33	16	3	14	89	23	73	33	7	25	87	37	76	61	51			
	10%	10%	9%	7%	3%	11%	11%	13%	12%	4%	11%	13%	5%	8%	10%	13%	11%	9%	8%	9%	12%	10%	5%	14%	9%	13%	11%	10%	5%	7%	11%	10%	10%	9%	12%			
4	97	43	54	13	20	8	15	18	25	32	22	42	15	24	20	35	49	49	15	24	35	10	4	8	75	22	55	30	12	26	71	27	70	63	34			
	9%	8%	9%	11%	10%	4%	8%	10%	9%	10%	6%	9%	10%	8%	8%	10%	8%	10%	6%	8%	9%	8%	9%	8%	12%	8%	9%	9%	7%	9%	7%	9%	9%	8%				
5	152	59	89	22	32	29	22	17	30	54	52	47	28	47	35	35	84	69	31	45	38	17	7	13	129	24	97	44	12	62	91	49	103	92	61			
	13%	11%	16%	19%	16%	16%	12%	9%	11%	17%	14%	10%	19%	15%	14%	10%	13%	14%	12%	15%	15%	11%	13%	13%	13%	14%	13%	13%	9%	17%	12%	13%	13%	13%	14%			
6	124	73	49	23	25	26	16	18	16	48	41	34	26	39	31	24	74	49	37	32	20	11	9	15	111	13	69	45	9	44	79	47	77	89	35			
	11%	13%	9%	20%	13%	14%	8%	10%	6%	15%	11%	8%	17%	13%	12%	7%	12%	10%	14%	11%	7%	7%	16%	15%	12%	7%	10%	13%	7%	10%	13%	10%	13%	13%	8%			
7	109	60	49	14	28	18	19	13	17	42	37	30	20	38	22	25	74	34	23	35	22	20	1	7	97	12	69	34	6	51	57	54	54	79	29			
	10%	11%	8%	17%	14%	10%	10%	7%	6%	13%	10%	7%	13%	12%	8%	7%	12%	7%	9%	12%	8%	13%	2%	7%	10%	6%	10%	10%	4%	4%	7%	15%	7%	11%	7%			
8	74	51	24	7	21	17	14	9	7	28	31	16	12	27	21	14	44	30	21	10	17	17	6	3	64	10	48	16	10	39	35	34	41	56	18			
	7%	9%	4%	6%	11%	9%	7%	5%	3%	9%	8%	4%	8%	9%	8%	4%	7%	6%	8%	4%	7%	11%	10%	3%	7%	5%	7%	5%	7%	11%	5%	9%	5%	8%	4%			
9	29	15	12	6	10	2	5	3	4	16	7	6	9	8	5	6	16	13	12	5	4	5	-	3	28	1	18	9	2	14	15	12	16	22	6			
	3%	3%	2%	5%	1%	3%	2%	1%	5%	2%	1%	6%	3%	2%	2%	3%	3%	3%	2%	2%	3%	2%	3%	-	3%	3%	1%	3%	2%	4%	2%	4%	2%	3%	1%			
10 = Very good job (10)	26	16	10	4	7	6	2	5	2	11	8	7	5	10	5	6	18	8	7	5	5	8	1	-	23	2	13	9	4	15	11	16	10	24	2			
	2%	3%	2%	3%	4%	3%	1%	3%	1%	3%	2%	2%	3%	3%	2%	2%	3%	2%	3%	2%	2%	5%	2%	-	2%	1%	2%	3%	4%	1%	4%	1%	3%	3%	1%			
Don't know	62	21	41	8	21	6	7	6	14	28	13	20	11	23	7	15	35	27	7	22	9	8	3	13	54	8	29	27	6	16	45	12	49	34	27			
	5%	4%	7%	7%	11%	3%	4%	3%	5%	9%	3%	4%	7%	8%	3%	4%	5%	5%	3%	7%	3%	5%	5%	14%	6%	4%	4%	8%	5%	6%	3%	6%	5%	6%				
Prefer not to say	7	4	3	1	1	1	3	-	1	2	4	1	1	2	3	1	2	5	-	-	1	5	-	-	7	-	2	3	2	1	6	3	4	3	4			
	1%	1%	*	1%	1%	1%	1%	-	*	1%	1%	*	1%	1%	1%	*	1%	-	-	*	3%	-	-	1%	-	*	1%	1%	*	1%	1%	1%	1%	*	1%			
NET: Poor	348	154	190	12	26	52	66	71	120	38	118	192	14	63	88	157	175	173	94	92	79	39	22	22	279	69	195	88	64	70	278	74	274	180	168			
	31%	28%	33%	10%	13%	28%	35%	39%	45%	12%	31%	42%	9%	21%	33%	43%	27%	35%	35%	31%	30%	25%	40%	23%	29%	38%	29%	26%	48%	19%	36%	20%	35%	26%	39%			
NET: Good	129	81	47	16	38	25	21	16	13	54	46	29	26	46	31	26	79	50	40	20	27	30	7	6	116	13	79	34	16	69	61	63	66	103	26			
	11%	15%	8%	14%	19%	13%	11%	9%	5%	17%	12%	6%	18%	15%	12%	7%	12%	10%	15%	7%	10%	19%	12%	6%	12%	7%	12%	10%	12%	19%	8%	17%	9%	15%	6%			
Mean	4.03	4.35	3.73	5.33	5.46	4.29	3.76	3.41	2.94	5.41	4.02	3.14	5.54	4.79	3.90	3.13	4.26	3.74	4.04	3.90	3.93	4.59	3.54	4.09	4.18	3.29	4.10	4.22	3.21	5.07	3.53	4.91	3.61	4.48	3.30			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Columns/Rows (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj Minimum Base: 30 (** Small Base: 100*)
Columns/Rows (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj Minimum Base: 30 (** Small Base: 100*)

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q10. How much, if anything, do you know about each of the following politicians? - Summary

All Adults aged 18+ in Great Britain

	Q10. How much, if anything, do you know about each of the following politicians?	
	Keir Starmer (A)	Kemi Badenoch (B)
Unweighted base	1139	1139
Weighted base	1139	1139
A great deal (5)	151 13% B	51 4%
A fair amount (4)	566 50% B	226 20%
Not very much (3)	313 27%	482 42% A
Heard of them but know nothing about them (2)	79 7%	199 17% A
Never heard of them (1)	3 *	128 11% A
Don't know	27 2%	53 5% A

Mean	3.70 B	2.88
------	-----------	------

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q10. How much, if anything, do you know about each of the following politicians? - Keir Starmer
All Adults aged 18+ in Great Britain

	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
A great deal (5)	151 13%	95 17% c	54 9%	17 14%	30 15%	18 10%	23 12%	26 14%	37 14%	47 15%	41 11%	63 14%	24 16%	36 12%	31 12%	51 14%	94 15%	57 11%	36 13%	34 12%	28 11%	28 18%	9 17%	16 16%	131 14%	19 10%	92 14%	47 14%	11 8%	49 14%	101 13%	59 16% g	91 12%	99 14%	52 12%
A fair amount (4)	566 50%	291 53%	270 47%	46 39%	83 42%	105 57%	98 52%	92 51%	142 53%	129 41%	204 54%	234 52%	61 41%	149 49%	141 54%	185 50%	322 50%	244 49%	140 52%	148 50%	139 53%	71 45%	24 43%	45 45%	468 49%	98 53%	347 52%	157 46%	63 47%	170 47%	396 51%	193 53%	373 48%	353 50%	213 49%
Not very much (3)	313 27%	128 23%	183 32% b	32 28%	52 26%	43 23%	52 27%	77 31%	57 29%	84 27%	94 25%	135 30%	39 26%	75 25%	72 27%	117 32%	166 26%	147 29%	73 27%	83 28%	78 30%	34 22%	18 33%	26 26%	255 27%	58 32%	175 26%	95 28%	43 32%	106 29%	207 27%	87 24%	226 29%	189 27%	124 29%
Heard of them but know nothing about them (2)	79 7%	30 6%	48 8%	18 15% FGHI	19 10% H	8 5%	13 7%	7 4%	13 5%	37 12%	22 6%	20 4%	21 14% OP	24 8%	14 5%	15 4%	44 7%	34 7%	16 6%	25 9%	9 4%	17 11%	3 5%	8 8%	72 8%	6 3%	35 5%	27 8%	17 12% a*	25 7%	54 7%	18 5%	60 8%	46 7%	32 7%
Never heard of them (1)	3 *	2 *	1 *	1 1%	2 1%	- -	- -	- -	- -	3 1%	- -	- -	1 1%	2 1%	- -	- -	2 *	1 *	- -	1 *	2 1%	- -	- -	- *	3 *	* *	2 *	1 *	- -	2 *	1 *	1 *	2 *	2 *	1 *
Don't know	27 2%	7 1%	20 3% B	3 3% HI	11 6% HI	10 5% HI	3 2%	- -	- -	14 4% L	13 4% L	- -	3 2% P	21 7% MOP	3 1%	- -	12 2%	15 3%	5 2%	3 1%	7 3%	8 5% T	1 2%	4 4% *	25 3%	2 1%	16 2%	11 3%	* *	13 4%	15 2%	7 2%	21 3%	15 2%	12 3%
Mean	3.70	3.82 c	3.59	3.52	3.65	3.77 d	3.70	3.75 d	3.75 d	3.60	3.73	3.75 j	3.59	3.68	3.74	3.74	3.73	3.66	3.74	3.65	3.71	3.73	3.73 *	3.73 *	3.70	3.71	3.76 c	3.68	3.51 *	3.68	3.71	3.81 g	3.65	3.73	3.67

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P/Q/R/S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q10. How much, if anything, do you know about each of the following politicians? - Keir Starmer
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister	Conservative future under Keir Starmer	Likelihood for Keir Starmer to become Prime Minister	Likelihood for Keir Starmer to still be leader of the Conservative at the next GE	Likelihood for Keir Starmer to still be leader of the Labour at the next GE	Own situation compared to when Labour government was elected in July 2024	Own situation in the future: One years time	Own situation in the future: Five years time				
		Conservative		Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Clive Davies	Unfavourable to Clive Davies	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)		
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	156	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403			
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	154	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403			
A great deal (5)	151	30	60	11	18	13	62	60	53	78	62	81	41	75	40	74	63	65	58	83	44	66	69	61	53	84	53	66	39	54	30	58	72	67	36	57	62	47	64	41	58	80	82	53	85	56	46	72	47	71	64	59			
A fair amount (4)	366	121	134	33	87	46	216	219	154	205	174	299	148	207	146	193	161	280	149	329	134	196	168	201	111	311	151	241	91	109	87	175	155	139	66	152	196	128	150	101	149	303	222	227	337	170	83	263	139	360	173	230			
Not very much (3)	313	46	95	21	33	31	98	109	54	156	71	139	57	76	79	66	70	141	54	139	50	68	69	153	36	140	40	111	43	57	48	45	42	210	16	79	66	42	51	38	55	159	91	122	153	69	34	106	52	125	63	99			
Heard of them but know nothing about them (2)	79	7	7	2	3	12	14	17	14	26	7	30	8	13	10	15	13	28	5	30	7	16	12	29	7	23	9	16	10	9	11	14	37	10	14	12	14	12	30	18	21	23	30	5	26	7	35	14	29						
Never heard of them (1)	3	-	1	-	-	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	2	-	1	-	1	-	2	1	1	1	-	-	-	-	1	-	3	-	3	-	2	-	1	-	2						
Don't know	27	-	3	-	4	4	7	3	1	6	-	8	1	5	4	4	1	6	1	6	-	4	-	8	-	5	1	5	3	2	3	2	1	7	1	7	1	1	2	1	5	2	4	5	3	3	4	1	8	1	8				
Mean	3.70	3.85	3.85	3.79	3.85	3.58	3.83	3.80	3.89	3.77	3.92	3.78	3.87	3.93	3.79	3.92	3.89	3.75	3.98	3.79	3.91	3.89	3.92	3.71	4.01	3.81	3.97	3.82	3.87	3.92	3.78	3.95	4.00	3.66	3.99	3.86	3.92	4.00	4.02	3.89	3.92	3.74	3.89	3.72	3.81	3.76	4.01	3.81	3.92	3.74	3.91	3.75			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Column Headers (2): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az
Minimum Base: 30 (**): Small Base: 100 (*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q10. How much, if anything, do you know about each of the following politicians? - Kemi Badenoch
All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
A great deal (5)	51 4%	32 6% C	17 3%	3 3%	14 7% H	12 6%	8 4%	5 3%	9 3%	18 6%	19 5%	14 3%	6 4%	22 7% P	11 4%	10 3%	31 5%	19 4%	14 5%	10 3%	10 4%	9 6%	3 5%	4 4%	42 4%	9 5%	39 6%	10 3%	2 1% +	22 6%	29 4%	27 7% g	24 3%	38 5%	12 3%
A fair amount (4)	226 20%	126 23% C	100 17%	17 14%	33 17%	34 18%	39 20%	39 21%	65 24% D	50 16%	73 19%	104 23% J	26 17%	49 16%	55 21%	83 23% R	146 23%	80 16%	57 21%	48 16%	44 17%	45 29% TU	12 22% +	19 19% +	193 20%	33 18%	127 19%	71 21%	28 21% +	63 17%	163 21%	95 26% g	132 17%	139 20%	87 20%
Not very much (3)	482 42%	232 42%	245 43%	41 35%	69 35%	70 38%	76 40%	85 47% E	141 52% DEFG	110 35%	146 39%	225 50% JK	51 34%	106 35%	111 43%	185 50% MN	274 43%	208 42%	99 37%	137 46% S	118 45%	58 37%	23 42% +	47 48% +	389 41%	93 50% Y	302 45% b	121 36%	58 43% +	145 40%	337 44%	154 42% g	328 42%	285 40%	197 45%
Heard of them but know nothing about them (2)	199 17%	101 18%	97 17%	19 16%	34 17%	28 15%	46 24% FI	38 21% I	34 13% I	53 17%	74 20%	72 16%	23 15%	55 18%	56 21%	59 16% OP	112 17%	87 17%	54 20%	54 18%	47 18%	24 15%	7 13% +	12 12% +	171 18%	28 15%	112 17%	62 18% +	25 17% +	63 18%	136 15% g	54 19%	145 19%	131 19%	68 16%
Never heard of them (1)	128 11%	42 8%	85 15% B	28 24% FGHI	33 17% GHI	24 13%	13 7%	12 7%	18 7% I	61 19% KL	37 10%	30 7%	34 23% OP	46 15% OP	21 8%	26 7% OP	58 9%	71 14%	32 12%	33 11%	35 13%	11 7%	7 13% +	11 11% +	113 12%	15 8%	63 9%	47 14% +	19 14% +	48 13% +	80 10% g	25 7% f	103 13% f	79 11%	49 11%
Don't know	53 5%	20 4%	32 6%	8 7% HI	14 7% HI	17 9% HI	8 4% I	4 2%	2 1%	22 7% L	25 7% L	6 1%	10 7% P	29 9% OP	8 3%	3 1% OP	19 3%	34 7% Q	13 5%	12 4%	9 3%	10 7%	3 5% +	5 5% +	47 5%	6 3%	25 4%	26 8% ac	2 2% +	24 7% e	28 4%	11 3% g	42 5%	32 5%	21 5%
Mean	2.88	3.01 C	2.75	2.52	2.79	2.89 D	2.90 D	2.92 D	3.05 DE	2.69	2.89 J	3.00 J	2.62	2.81	2.92 M	2.98 M	2.97 R	2.77	2.88	2.82	2.80	3.11 TU	2.93 +	2.93 +	2.87	2.95	2.95	2.80	2.77 +	2.85	2.90	3.12 g	2.77	2.89	2.87

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)
ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M/N/O/P,Q/R/S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 10Q(*)

Q10. How much, if anything, do you know about each of the following politicians? - Kemi Badenoch
All Adults aged 18+ in Great Britain

	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister	Conservative future under Kemi Badenoch	Likelihood for Kemi Badenoch to become Prime Minister	Likelihood for Kemi Badenoch to still be leader of the Conservative at the next GE	Likelihood for Keir Starmer to still be leader of the Labour at the next GE	Own situation compared to when Labour government was elected in July 2024	Own situation in the future: One years time	Own situation in the future: Five years time		
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse		
Total	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427
A great deal (5)	51	11	16	6	8	8	22	24	25	14	20	26	19	18	21	19	26	18	17	27	19	21	27	18	20	23	24	19	17	20	19	15	29	18	17	19	15	25	29	14	34	16	36	13	33	14	21	20	22	19	23	18
A fair amount (4)	206	46	77	12	36	20	89	85	75	117	79	124	81	99	54	104	84	99	72	120	70	83	98	100	59	129	90	97	48	78	43	95	104	45	88	81	79	89	58	81	135	120	87	136	76	50	106	60	101	87	82	
Not very much (3)	482	116	145	27	60	43	187	182	129	240	137	240	127	160	126	151	114	256	109	255	103	160	121	257	89	266	103	184	77	136	73	130	104	305	44	140	161	94	124	81	117	266	176	205	273	135	62	213	91	219	124	187
Heard of them but know nothing about them (2)	199	21	61	20	27	15	60	86	27	103	43	92	32	52	42	45	49	87	40	91	34	44	44	91	22	81	10	77	27	27	22	38	24	132	11	42	48	14	22	17	28	105	58	76	93	54	19	63	31	80	46	65
Never heard of them (1)	128	9	30	2	9	17	26	23	21	71	29	56	13	40	30	28	28	50	23	70	8	39	31	60	15	53	4	55	16	27	19	25	26	79	10	42	28	7	6	20	13	55	22	38	43	46	14	56	26	63	28	48
Don't know	53	1	10	-	5	4	14	7	1	15	7	19	2	7	6	5	7	14	6	7	17	4	13	4	8	3	3	2	3	7	24	1	17	3	2	1	1	2	13	2	11	15	5	5	13	5	19	5	16			
Mean	2.88	3.14	2.96	3.01	3.04	2.88	3.06	3.00	3.20	2.81	3.06	2.95	3.16	3.01	2.99	3.12	3.11	2.90	3.08	2.91	3.24	3.00	3.11	2.85	3.23	2.98	3.51	2.88	3.13	3.13	3.12	3.08	3.28	2.76	3.38	3.00	3.02	3.47	3.42	3.16	3.35	2.90	3.22	2.91	3.04	2.87	3.27	2.94	3.09	2.86	3.10	2.90

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Means (1%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q11. Which of the following, if either, do you think would make a better Prime Minister?

All Adults aged 18+ in Great Britain

	Total	Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status			
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Keir Starmer	336 30%	185 34% c	147 25%	48 41% GHI	78 40% GHI	59 32% I	45 24% I	53 29% I	52 19% I	126 40% KL	105 28% KL	105 23% KL	63 42% OP	103 34% P	77 29% P	86 23% P	217 34% R	119 24% R	90 34% T	72 24% T	70 27% T	51 33% T	19 34% *	33 34% *	293 31% Y	43 24% Y	190 29% ac	120 35% ac	26 19% *	124 34% e	212 27% g	150 41% g	186 24% i	233 33% i	103 24% i
Kemi Badenoch	221 19%	113 20%	106 18%	18 15%	20 10%	27 14%	46 25% EF	37 20% E	74 27% DEF	37 12% J	73 20% J	110 24% J	21 14% P	34 11% MN	59 23% MN	83 23% MN	137 21% R	84 17% R	39 15% T	61 21% T	58 22% U	38 24% U	12 21% *	13 13% *	171 18% Y	50 27% Y	144 22% b	52 16% *	25 18% *	55 15% d	166 21% d	66 18% d	155 20% e	124 18% e	97 22% e
No difference between the two	181 16%	88 16%	91 16%	19 16%	32 16%	45 24% I	29 15% I	30 16% I	27 10% I	51 16% L	74 20% L	57 13% L	30 20% P	60 20% P	39 15% P	48 13% P	94 15% Q	87 17% Q	44 16% V	55 19% V	35 13% V	26 17% V	6 10% *	15 15% *	152 16% Z	29 16% Z	116 17% z	52 15% *	13 10% *	80 22% e	102 13% e	55 15% f	127 16% f	121 17% f	60 14% f
Neither would make a good Prime Minister	256 22%	119 21%	135 23%	23 20%	36 18%	26 14% F	44 23% F	47 26% F	79 29% EF	59 19% JK	70 19% JK	127 28% JK	26 17% MNO	56 18% MNO	52 20% MNO	113 31% MNO	117 18% Q	138 28% Q	68 25% V	67 23% V	68 26% V	21 13% V	13 24% *	19 19% *	207 22% Z	48 26% Z	135 20% z	73 21% z	48 36% ab*	61 17% d	194 25% d	55 15% f	201 26% f	146 21% f	110 25% f
Don't know	145 13%	47 9%	97 17% B	9 8%	30 15%	28 15% I	24 13% I	16 9% I	37 14% I	40 13% I	53 14% I	53 12% I	9 6% MP	53 17% MP	34 13% M	38 10% M	74 12% MP	71 14% MP	28 10% MP	40 14% MP	33 13% MP	21 13% MP	6 11% *	18 18% *	132 14% Z	14 7% Z	82 12% z	41 12% z	23 17% *	45 12% *	100 13% z	39 11% z	106 14% z	80 11% z	65 15% z

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J,K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d/e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G,H/I,J,K/L,M,N/O,P,Q,R/S,T/U,V,W/X,Y/Z,a/b,c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q12. From what you've seen or heard about Kemi Badenoch, if anything, do you think she will change the Conservative party for the better, worse or make no difference?

All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Better	270 24%	147 27%	122 21%	32 27%	40 20%	39 21%	42 22%	47 26%	71 26%	72 23%	81 22%	118 26%	37 25%	64 21%	58 22%	91 25%	164 26%	106 21%	59 22%	64 22%	60 23%	47 30%	17 30%	23 23%	220 23%	50 27%	174 26%	69 20%	27 20%	84 23%	186 24%	97 26%	174 22%	164 23%	107 25%
Worse	192 17%	92 17%	96 17%	26 22%	36 18%	32 17%	29 15%	35 19%	34 13%	62 20%	61 16%	70 15%	34 23%	57 19%	37 14%	64 17%	125 20%	67 13%	47 17%	45 15%	47 18%	30 19%	5 9%	17 18%	161 17%	31 17%	114 17%	58 17%	20 15%	59 16%	132 17%	77 21%	115 15%	125 18%	67 15%
No difference	434 38%	239 43%	195 34%	39 33%	76 39%	67 37%	82 43%	68 37%	102 38%	115 37%	150 40%	170 38%	52 35%	110 36%	117 45%	139 38%	227 35%	208 42%	108 40%	117 40%	103 39%	47 30%	24 44%	35 36%	364 38%	71 39%	244 37%	137 41%	53 39%	146 40%	288 37%	130 36%	304 39%	283 40%	151 35%
Don't know	242 21%	75 14%	163 28%	21 18%	44 23%	46 25%	36 19%	32 18%	62 23%	66 21%	83 22%	94 21%	26 18%	76 25%	49 19%	74 20%	124 19%	119 24%	55 21%	69 23%	54 20%	33 21%	9 17%	22 23%	210 22%	32 18%	135 20%	73 22%	34 25%	75 21%	167 22%	62 17%	181 23%	133 19%	109 25%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H/I,J,K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b,c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I,J,K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b,c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

Q12. From what you've seen or heard about Kemi Badenoch, if anything, do you think she will change the Conservative party for the better, worse or make no difference?

All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote					Referendum 2016 vote					Favourable to parties															Favourable to politicians															Opinion on Labour government		Make a better Prime Minister		Conservative future under Kemi Badenoch		Likelihood for Kemi Badenoch to become Prime Minister		Likelihood for Kemi Badenoch to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time	
		Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservative	Unfavourable to Conservative	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Donner	Unfavourable to Carla Donner	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse									
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	156	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403							
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	154	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427							
Better	270	90	52	17	56	17	84	135	141	78	65	182	65	131	48	133	125	80	53	183	63	110	131	82	48	178	157	38	42	107	43	107	124	107	37	118	61	149	270	-	159	71	201	45	141	117	56	151	66	152	84	121							
Worse	192	13	84	15	35	35	103	42	18	150	83	70	58	61	77	57	34	139	77	74	60	60	32	140	68	78	15	149	56	50	48	50	30	146	31	40	111	10	-	192	16	158	39	131	133	44	35	58	65	68	73	62							
No difference	434	66	149	18	58	32	134	161	73	234	119	198	94	137	104	115	107	207	150	216	85	132	118	209	68	206	45	137	68	103	59	109	103	247	51	128	128	38	-	75	265	130	205	232	131	53	169	73	178	117	160								
Don't know	242	34	54	15	16	22	77	70	45	99	48	107	37	48	51	49	42	98	37	115	27	49	38	113	24	104	17	55	22	32	26	26	27	161	10	61	36	25	-	25	86	45	50	87	36	26	93	31	102	41	85								

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (UK): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

Column Headers (US): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q13. In your opinion, how likely or not is it that Conservative leader Kemi Badenoch will ever be Prime Minister?
All Adults aged 18+ in Great Britain

	Total		Gender		Age					Aggregated Age Breaks			Generations				Social grade		Region					Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status		
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennial s	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/ Living as Married	Single	Widowed/ Divorced/ Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Very likely (4)	58 5%	32 6%	24 4%	7 6%	18 9%	9 5%	8 4%	11 6%	6 2%	24 8%	17 5%	17 4%	10 7%	24 8%	11 4%	12 3%	33 5%	26 5%	17 6%	14 5%	14 5%	11 7%	1 1%	2 2%	53 6%	6 3%	32 5%	21 6%	5 3%	23 6%	36 5%	24 7%	34 4%	42 6%	17 4%
Fairly likely (3)	217 19%	133 24%	84 15%	30 26%	58 29%	34 18%	31 16%	22 12%	43 16%	88 28%	65 17%	65 14%	41 27%	71 23%	43 16%	54 15%	119 19%	98 20%	46 17%	66 22%	43 16%	39 25%	10 19%	13 13%	186 19%	32 17%	136 20%	63 19%	18 13%	87 24%	130 17%	83 23%	134 17%	144 20%	73 17%
Not very likely (2)	366 32%	167 30%	196 34%	47 40%	38 19%	46 25%	57 30%	66 36%	113 42%	85 27%	102 27%	179 40%	55 36%	62 20%	82 31%	150 41%	211 33%	155 31%	92 34%	88 30%	97 37%	46 29%	16 29%	28 29%	315 33%	51 28%	212 32%	109 32%	46 34%	103 28%	263 34%	116 32%	250 32%	210 30%	156 36%
Not at all likely (1)	214 19%	122 22%	91 16%	19 16%	34 18%	46 25%	33 18%	41 23%	40 15%	54 17%	79 21%	81 18%	23 15%	68 22%	51 20%	61 17%	132 21%	82 16%	51 19%	54 18%	50 19%	25 16%	9 17%	25 25%	171 18%	43 23%	123 18%	63 19%	28 21%	70 19%	144 19%	72 20%	142 18%	142 20%	71 16%
Don't know	283 25%	99 18%	182 32%	14 12%	49 25%	50 27%	61 32%	42 23%	68 25%	63 20%	111 30%	110 24%	21 14%	82 27%	75 29%	91 25%	145 23%	138 28%	65 24%	73 25%	60 23%	37 23%	19 34%	30 30%	231 24%	53 29%	164 25%	82 24%	38 28%	82 22%	202 26%	71 19%	213 27%	167 24%	117 27%
NET: Likely	276 24%	165 30%	108 19%	37 32%	75 38%	43 23%	38 20%	33 18%	49 18%	112 36%	82 22%	82 18%	51 34%	94 31%	54 21%	66 18%	152 24%	124 25%	62 23%	80 27%	57 22%	50 32%	11 20%	15 16%	238 25%	37 20%	169 25%	84 25%	23 17%	110 30%	166 21%	107 29%	169 22%	186 26%	90 21%
NET: Unlikely	580 51%	289 52%	286 50%	67 57%	72 37%	92 50%	90 48%	107 59%	152 57%	139 44%	182 49%	260 58%	77 52%	130 42%	133 51%	211 57%	343 54%	237 48%	142 53%	142 48%	146 56%	71 45%	25 46%	53 54%	486 51%	94 51%	335 50%	171 51%	74 55%	173 47%	407 53%	188 51%	392 51%	352 50%	228 52%
Mean	2.14	2.16	2.10	2.24	2.40 FGHI	2.05	2.10	2.02	2.07	2.33 KL	2.07	2.05	2.29 OP	2.22	2.07	2.06	2.11	2.19	2.14	2.18 X	2.11	2.29 X*	2.07 **	1.90 *	2.17	2.00	2.16	2.17	1.99 *	2.22	2.10	2.20	2.11	2.16	2.11

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W,X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q14. And in your opinion, how likely or not is it that Kemi Badenoch will still be leader of the Conservative party at the next UK General Election?

All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
	Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434
Very likely (4)	106 9%	63 11%	41 7%	14 12%	27 14%	17 9%	14 7%	17 9%	17 6%	41 13%	30 8%	34 8%	17 11%	40 13%	17 6%	26 7%	59 9%	47 9%	25 9%	25 8%	25 10%	17 11%	3 6%	10 10%	94 10%	12 6%	62 9%	35 10%	9 6%	46 13%	60 8%	44 12%	62 8%	78 11%	27 6%
Fairly likely (3)	309 27%	179 32%	130 23%	39 33%	59 30%	44 24%	45 24%	41 22%	81 30%	98 31%	89 24%	122 27%	51 34%	80 26%	62 24%	105 29%	174 27%	136 27%	71 26%	94 32%	60 23%	48 30%	15 26%	22 23%	252 26%	58 31%	191 29%	94 28%	25 19%	91 25%	218 28%	104 29%	205 27%	190 27%	119 27%
Not very likely (2)	287 25%	141 26%	144 25%	29 25%	36 18%	57 31%	43 23%	52 29%	70 26%	66 21%	100 27%	122 27%	38 25%	67 22%	68 26%	99 27%	171 27%	116 23%	71 26%	73 25%	70 26%	38 24%	15 27%	21 21%	250 26%	37 20%	169 25%	79 24%	39 29%	99 27%	188 24%	90 25%	197 26%	177 25%	110 25%
Not at all likely (1)	143 13%	69 13%	73 13%	12 10%	21 11%	20 11%	24 13%	31 17%	35 13%	33 10%	44 12%	66 15%	14 10%	34 11%	36 14%	50 13%	83 13%	60 12%	37 14%	29 10%	41 15%	18 12%	6 10%	13 13%	113 12%	30 16%	83 12%	38 11%	22 16%	44 12%	99 13%	47 13%	96 12%	91 13%	53 12%
Don't know	293 26%	100 18%	188 33%	23 19%	53 27%	47 25%	64 34%	41 22%	66 25%	76 24%	111 30%	107 24%	29 20%	85 28%	79 30%	87 24%	153 24%	140 28%	65 24%	74 25%	68 26%	37 23%	17 31%	32 33%	246 26%	48 26%	162 24%	91 27%	40 30%	84 23%	210 27%	80 22%	214 28%	168 24%	125 29%
NET: Likely	415 36%	242 44%	171 30%	53 45%	86 44%	61 33%	59 31%	58 32%	98 36%	139 44%	120 32%	156 35%	68 46%	120 39%	79 30%	131 36%	232 36%	183 37%	96 36%	119 40%	85 32%	65 41%	18 32%	32 33%	346 36%	69 38%	253 38%	128 38%	34 25%	137 38%	278 36%	148 41%	267 34%	269 38%	147 34%
NET: Unlikely	430 38%	210 38%	217 38%	42 35%	57 29%	77 42%	67 35%	83 46%	105 39%	99 31%	144 38%	188 42%	52 35%	102 33%	104 40%	149 41%	254 40%	176 35%	108 40%	102 35%	110 42%	56 36%	21 37%	33 34%	363 38%	67 36%	252 38%	118 35%	61 45%	143 39%	287 37%	137 38%	293 38%	268 38%	163 37%
Mean	2.45	2.52	2.36	2.58	2.65	2.41	2.39	2.31	2.40	2.62	2.40	2.36	2.59	2.57	2.33	2.38	2.43	2.47	2.42	2.52	2.35	2.53	2.40	2.45	2.46	2.37	2.46	2.51	2.22	2.50	2.42	2.51	2.42	2.48	2.39

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J,K/L,M,N/O,P,Q/R,S/T/U/V/W,X,Y/Z,a/b/c,d,e,f/g,h/ Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q14. And in your opinion, how likely or not is it that Kemi Badenoch will still be leader of the Conservative party at the next UK General Election?
All Adults aged 18+ in Great Britain

	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Kemi Badenoch		Likelihood for Kemi Badenoch to become Prime Minister		Likelihood for Kemi Badenoch to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One years time		Own situation in the future: Five years time	
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Lib Dems	Unfavourable to Lib Dems	Favourable to Green Party	Unfavourable to Green Party	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Kemi Badenoch	Unfavourable to Kemi Badenoch	Favourable to Carla Denyer	Unfavourable to Carla Denyer	Favourable to Adrian Ramsay	Unfavourable to Adrian Ramsay	Favourable to Donald Trump	Unfavourable to Donald Trump	NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse						
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403						
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427						
Very likely (4)	106	21	25	10	21	8	27	54	42	28	34	57	31	44	24	55	60	28	26	60	30	41	59	26	30	56	55	17	26	47	29	42	61	29	29	33	32	52	68	4	80	14	106	-	65	37	32	45	32	54	46	39						
Fairly likely (3)	309	83	90	9	56	23	104	129	118	129	96	153	73	118	83	109	113	120	83	167	73	108	126	115	65	164	110	84	63	86	55	91	107	153	39	92	93	94	133	35	152	114	309	-	193	90	56	133	72	131	110	112						
Not very likely (2)	287	46	101	24	27	33	116	101	51	175	52	142	76	93	74	73	56	158	75	144	66	79	169	53	139	31	148	46	70	38	72	52	191	26	82	101	34	42	72	19	246	-	287	166	97	32	121	61	127	83	118							
Not at all likely (1)	143	19	52	16	21	16	63	53	16	94	45	68	39	52	44	47	31	87	35	53	34	93	32	82	5	101	27	43	31	41	26	106	17	50	57	4	3	59	5	134	-	143	79	50	27	58	34	63	39	59								
Don't know	293	36	71	8	20	27	87	71	49	134	47	137	36	72	54	69	47	131	42	149	31	71	43	141	28	124	31	89	26	45	24	46	39	182	18	91	53	36	25	22	19	72	-	90	56	23	115	36	125	40	100							
NET: Likely	415	104	115	19	77	31	131	183	161	157	130	210	104	162	107	164	173	148	109	226	109	149	184	141	95	221	165	101	89	133	84	132	168	183	69	125	125	146	201	99	232	128	415	-	258	127	88	177	105	185	157	151						
NET: Unlikely	430	64	153	39	48	49	179	153	67	269	137	210	115	142	118	121	88	245	116	213	101	132	91	262	85	220	38	249	73	113	69	113	77	297	43	132	158	38	45	131	25	380	-	430	245	146	59	179	95	190	119	176						
Mean	2.45	2.63	2.33	2.22	2.62	2.28	2.31	2.55	2.82	2.21	2.44	2.48	2.44	2.51	2.39	2.60	2.77	2.22	2.41	2.50	2.48	2.49	2.76	2.18	2.51	2.44	3.06	2.05	2.54	2.56	2.54	2.54	2.83	2.22	2.73	2.42	2.35	3.05	3.08	1.91	3.20	2.02	3.25	1.67	2.49	2.42	2.63	2.46	2.52	2.47	2.60	2.40						

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (** Small Base: 100*)
Column Mean (S): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,aq,ar,as,at,au,av,aw,ax,ay,az Minimum Base: 30 (** Small Base: 100*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q15. And in your opinion, how likely or not is it that Keir Starmer will still be leader of the Labour party at the next UK General Election?

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks				Generations				Social grade		Region						Urban/Rural		Marital Status			Pres of children HH (17 or under)		Education		Employment status	
		Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Very likely (4)	204 18%	134 24%	68 12%	22 18%	42 21%	43 23%	35 18%	36 20%	27 10%	64 20%	78 21%	63 14%	31 21%	64 21%	51 20%	52 14%	136 21%	68 14%	48 18%	41 14%	54 20%	31 20%	13 24%	17 17%	174 18%	30 16%	116 17%	72 21%	16 12%	78 21%	127 16%	93 25%	111 14%	150 21%	54 13%		
Fairly likely (3)	388 34%	191 35%	194 34%	51 43%	79 40%	63 34%	55 29%	50 27%	91 34%	129 41%	117 31%	141 31%	65 44%	108 35%	83 32%	110 30%	231 36%	157 31%	88 33%	108 36%	90 34%	54 34%	18 32%	30 31%	333 35%	56 30%	238 36%	113 33%	38 28%	136 37%	252 33%	144 40%	244 32%	246 35%	143 33%		
Not very likely (2)	169 15%	72 13%	97 17%	21 18%	30 15%	20 11%	23 12%	40 22%	34 13%	51 16%	44 12%	74 16%	24 16%	45 15%	32 12%	59 16%	86 13%	83 17%	45 17%	50 17%	36 14%	22 14%	5 9%	11 11%	148 16%	21 11%	104 16%	47 14%	18 13%	59 16%	110 14%	45 12%	124 16%	102 14%	67 16%		
Not at all likely (1)	160 14%	77 14%	81 14%	10 9%	4 2%	22 12%	29 15%	33 18%	63 23%	14 4%	51 14%	96 21%	10 7%	21 7%	38 15%	76 21%	80 13%	80 16%	41 15%	41 14%	37 14%	22 14%	9 17%	10 10%	128 13%	33 18%	95 14%	30 9%	35 26%	32 9%	128 17%	31 9%	129 17%	80 11%	80 18%		
Don't know	217 19%	78 14%	136 24%	14 12%	42 21%	37 20%	47 25%	24 13%	53 20%	56 18%	84 22%	77 17%	19 13%	68 22%	56 22%	70 19%	105 16%	112 22%	46 17%	56 19%	46 18%	28 18%	10 18%	30 31%	172 18%	45 24%	114 17%	75 22%	28 21%	60 16%	158 20%	51 14%	166 21%	127 18%	90 21%		
NET: Likely	593 52%	325 59%	262 45%	72 62%	121 61%	106 57%	89 47%	86 47%	119 44%	193 62%	195 52%	204 45%	96 64%	173 56%	135 52%	162 44%	368 57%	225 45%	137 51%	149 50%	144 55%	86 54%	31 56%	47 48%	507 53%	86 47%	354 53%	185 55%	54 40%	214 59%	379 49%	237 65%	355 46%	396 56%	197 45%		
NET: Unlikely	329 29%	149 27%	178 31%	32 27%	33 17%	42 23%	53 28%	72 40%	97 36%	65 21%	95 25%	170 38%	34 23%	66 22%	70 27%	136 37%	167 26%	163 33%	86 32%	90 31%	73 28%	44 28%	14 26%	21 21%	276 29%	53 29%	199 30%	78 23%	53 39%	91 25%	238 31%	77 21%	252 33%	182 26%	148 34%		
Mean	2.69	2.80	2.56	2.81	3.03	2.86	2.67	2.56	2.38	2.94	2.77	2.46	2.90	2.91	2.72	2.46	2.79	2.55	2.65	2.62	2.74	2.73	2.77	2.79	2.71	2.60	2.68	2.86	2.33	2.85	2.61	2.95	2.56	2.81	2.50		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B/C,D/E/F/G/H/I/J/K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H/I/J/K/L,M,N/O/P,Q/R,S/T/U/V/W/X,Y/Z,a/b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q15. And in your opinion, how likely or not is it that Keir Starmer will still be leader of the Labour party at the next UK General Election?
All Adults aged 18+ in Great Britain

	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Keir Starmer		Likelihood for Keir Starmer to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time	
	Total	Conservative	Labour	Liberal Democrats	Reform UK	Other	Remain	Leave	Favourable to Conservatives	Unfavourable to Conservatives	Favourable to Labour	Unfavourable to Labour	Favourable to Greens	Unfavourable to Greens	Favourable to Reform UK	Unfavourable to Reform UK	Favourable to Starmer	Unfavourable to Starmer	Favourable to Ed Davey	Unfavourable to Ed Davey	Favourable to Nigel Farage	Unfavourable to Nigel Farage	Favourable to Rachel Reeves	Unfavourable to Rachel Reeves	Favourable to Keir Starmer	Unfavourable to Keir Starmer	Favourable to Boris Johnson	Unfavourable to Boris Johnson	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sunak	Unfavourable to Sunak	Favourable to Sunak	Unfavourable to Sunak	NET Good job	NET Bad job	Keir Starmer	Keir Starmer	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	556	305	553	263	337	299	575	245	533	231	463	231	286	215	286	277	677	147	312	381	212	279	215	287	591	421	439	634	306	204	431	269	479	359	403				
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427				
Very likely (4)	204	19	111	17	13	18	98	64	40	134	124	54	86	50	84	52	51	118	120	48	86	41	54	115	95	58	37	111	68	40	65	39	54	127	70	24	134	31	49	61	60	123	97	84	204	-	74	48	95	49	120	41				
Fairly likely (3)	388	65	139	26	32	53	163	130	99	209	132	163	101	120	121	105	85	212	110	182	93	111	93	219	82	168	70	171	77	92	67	94	77	254	39	72	147	63	91	72	112	217	161	161	388	-	66	130	100	148	138	130				
Not very likely (2)	169	49	30	6	28	12	49	71	49	65	26	108	30	59	33	54	49	71	14	121	26	60	48	66	15	108	44	53	18	51	18	47	44	95	6	67	23	32	51	34	46	95	66	80	-	160	12	91	18	97	24	88				
Not at all likely (1)	160	45	17	3	56	4	33	93	57	60	5	143	14	98	10	99	97	36	2	150	15	94	97	45	6	141	66	41	11	79	11	77	86	60	4	133	4	74	66	20	40	88	61	66	-	160	7	132	6	135	11	111				
Don't know	217	25	42	15	16	19	55	50	33	92	27	90	25	49	32	44	26	88	21	87	15	45	28	99	10	92	18	62	14	30	16	36	23	125	10	51	28	21	12	15	17	57	30	39	-	-	12	70	17	72	22	57				
NET: Likely	593	84	250	43	45	71	261	194	138	344	256	217	187	170	105	157	136	339	230	230	179	152	147	334	177	225	107	283	145	132	132	183	132	381	109	96	281	95	141	133	172	340	258	245	593	-	139	178	195	197	259	171				
NET: Unlikely	329	94	47	9	84	16	81	164	105	125	31	251	44	157	43	153	146	107	16	271	41	154	145	110	21	249	109	94	30	130	29	124	129	155	10	200	27	106	117	44	86	183	127	146	-	329	19	223	24	232	35	199				
Mean	2.69	2.33	3.15	3.10	2.01	2.98	2.95	2.46	2.50	2.89	3.31	3.12	2.37	3.12	3.12	2.35	2.32	2.94	3.41	2.26	3.14	2.32	2.36	2.91	3.34	2.30	2.36	2.94	3.16	2.35	3.15	2.37	2.38	2.84	3.48	1.96	3.33	1	2.26	2.48	2.98	2.74	2.72	2.76	2.67	3.34	1.51	3.30	2.24	3.29	2.26	3.26	2.27			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1%): A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, aa, ab, ac, ad, ae, af, ag, ah, ai, aj, ak, al, am, an, ao, ap, aq, ar, as, at, au, av, aw, ax, ay, az, ba, bb, bc, bd, be, bf, bg, bh, bi, bj, bk, bl, bm, bn, bo, bp, bq, br, bs, bt, bu, bv, bw, bx, by, bz, ca, cb, cc, cd, ce, cf, cg, ch, ci, cj, ck, cl, cm, cn, co, cp, cq, cr, cs, ct, cu, cv, cw, cx, cy, cz, da, db, dc, dd, de, df, dg, dh, di, dj, dk, dl, dm, dn, do, dp, dq, dr, ds, dt, du, dv, dw, dx, dy, dz, ea, eb, ec, ed, ee, ef, eg, eh, ei, ej, ek, el, em, en, eo, ep, eq, er, es, et, eu, ev, ew, ex, ey, ez, fa, fb, fc, fd, fe, ff, fg, fh, fi, fj, fk, fl, fm, fn, fo, fp, fq, fr, fs, ft, fu, fv, fw, fx, fy, fz, ga, gb, gc, gd, ge, gf, gg, gh, gi, gj, gk, gl, gm, gn, go, gp, gq, gr, gs, gt, gu, gv, gw, gx, gy, gz, ha, hb, hc, hd, he, hf, hg, hh, hi, hj, hk, hl, hm, hn, ho, hp, hq, hr, hs, ht, hu, hv, hw, hx, hy, hz, ia, ib, ic, id, ie, if, ig, ih, ii, ij, ik, il, im, in, io, ip, iq, ir, is, it, iu, iv, iw, ix, iy, iz, ja, jb, jc, jd, je, jf, jg, jh, ji, jj, jk, jl, jm, jn, jo, jp, jq, jr, js, jt, ju, jv, jw, jx, jy, jz, ka, kb, kc, kd, ke, kf, kg, kh, ki, kj, kk, kl, km, kn, ko, kp, kq, kr, ks, kt, ku, kv, kw, kx, ky, kz, la, lb, lc, ld, le, lf, lg, lh, li, lj, lk, ll, lm, ln, lo, lp, lq, lr, ls, lt, lu, lv, lw, lx, ly, lz, ma, mb, mc, md, me, mf, mg, mh, mi, mj, mk, ml, mm, mn, mo, mp, mq, mr, ms, mt, mu, mv, mw, mx, my, mz, na, nb, nc, nd, ne, nf, ng, nh, ni, nj, nk, nl, nm, nn, no, np, nq, nr, ns, nt, nu, nv, nw, nx, ny, nz, oa, ob, oc, od, oe, of, og, oh, oi, oj, ok, ol, om, on, oo, op, oq, or, os, ot, ou, ov, ow, ox, oy, oz, pa, pb, pc, pd, pe, pf, pg, ph, pi, pj, pk, pl, pm, pn, po, pp, pq, pr, ps, pt, pu, pv, pw, px, py, pz, qa, qb, qc, qd, qe, qf, qg, qh, qi, qj, qk, ql, qm, qn, qo, qp, qq, qr, qs, qt, qu, qv, qw, qx, qy, qz, ra, rb, rc, rd, re, rf, rg, rh, ri, rj, rk, rl, rm, rn, ro, rp, rq, rr, rs, rt, ru, rv, rw, rx, ry, rz, sa, sb, sc, sd, se, sf, sg, sh, si, sj, sk, sl, sm, sn, so, sp, sq, sr, ss, st, su, sv, sw, sx, sy, sz, ta, tb, tc, td, te, tf, tg, th, ti, tj, tk, tl, tm, tn, to, tp, tq, tr, ts, tu, tv, tw, tx, ty, tz, ua, ub, uc, ud, ue, uf, ug, uh, ui, uj, uk, ul, um, un, uo, up, uq, ur, us, ut, uu, uv, uw, ux, uy, uz, va, vb, vc, vd, ve, vf, vg, vh, vi, vj, vk, vl, vm, vn, vo, vp, vq, vr, vs, vt, vu, vv, vw, vx, vy, vz, wa, wb, wc, wd, we, wf, wg, wh, wi, wj, wk, wl, wm, wn, wo, wp, wq, wr, ws, wt, wu, wv, ww, wx, wy, wz, xa, xb, xc, xd, xe, xf, xg, xh, xi, xj, xk, xl, xm, xn, xo, xp, xq, xr, xs, xt, xu, xv, xw, xx, xy, xz, ya, yb, yc, yd, ye, yf, yg, yh, yi, yj, yk, yl, ym, yn, yo, yp, yq, yr, ys, yt, yu, yv, yw, yx, yy, yz, za, zb, zc, zd, ze, zf, zg, zh, zi, zj, zk, zl, zm, zn, zo, zp, zq, zr, zs, zt, zu, zv, zw, zx, zy, zz

PUBLIC Political Pulse Adults aged 18+ in GB

Q16. Which of the following members of the government if any, not including Prime Minister Keir Starmer, do you remember seeing, reading or hearing something about in the past couple of weeks? Please select all that apply. All Adults aged 18+ in Great Britain

Table with columns for member names, political parties, and Likelihood for Keir Starmer to be in the next GE. Rows include: Unemployment, Weighted base, Rachel Reeves, Angela Rayner, David Lammy, Ed Miliband, Yvette Cooper, Sue Strain, Ernie Willington, Lisa Nandy, Pat McCollum, Liz Kendall, Jodie Whorwood, Shabana Mahmood, Louise Haigh, Lucy Powell, Steve Reed, Hilary Bates, Jonathan Brethel, Baroness Annetta, Ian Mearns, Darren Jones, Sir Alan Campbell, Peter Kyle, Jo Stevens, Lord Richard, and None of these.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Q17. Which of the following members of the opposition, if any, not including Leader of the Opposition Keir Starmer, do you remember seeing, reading or hearing something about in the past couple of weeks?

All Adults aged 18+ in Great Britain

Political Pulse

Adults aged 18+ in GB

Table with columns for Total, General Election 2024 Vote, Referendum 2024 Vote, and various political parties including Conservative, Labour, Liberal Democrat, Reform, Green, UKIP, and others. It includes a 'Favourable to parties' section and a 'Favourable to politicians' section with names like Sunak, Starmer, and various MPs.

This work was carried out in accordance with the requirements of the International quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q19. Do you think you are better or worse of, if either, than when Keir Starmer's Labour government was elected in July 2024?

All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	CZDE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as Married	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working		
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)			
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376			
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434			
Much better off (2)	38 3%	20 4%	18 3%	9 7% GI	9 5% I	8 4% I	3 1% I	8 4% I	2 1% I	18 6% L	10 3% L	10 2% L	10 7% P	13 4% P	7 3% P	7 2% P	23 4% Q	15 3% Q	11 4% Q	5 2% Q	7 2% Q	12 7% TU	3 3% *	3 3% *	34 4% TU	4 2% TU	22 3% TU	12 4% TU	4 6% TU	20 2% TU	18 5% TU	20 2% TU	18 4% TU	31 4% TU	7 2% TU			
A little bit better off (1)	132 12%	76 14%	55 10%	33 28% FGHI	50 25% FGHI	24 13% HI	16 9% I	7 4% I	3 1% I	82 26% KL	40 11% L	10 2% L	42 28% NOP	57 19% OP	25 9% P	9 2% P	86 13% Q	46 9% Q	34 13% Q	33 11% Q	27 10% Q	25 16% Q	6 12% *	7 7% *	117 12% *	15 8% ac	69 17% ac	57 5% ac	6 7% e	71 19% e	61 8% e	68 19% g	64 8% g	109 15% i	24 5% i			
Neither better nor worse off (0)	417 37%	209 38%	205 36%	33 28% DI	83 42% DI	68 37% DI	77 41% DI	76 42% DI	80 30% DI	116 37% DI	145 39% DI	156 35% DI	49 32% DI	117 38% DI	107 41% DI	130 35% DI	243 38% DI	174 35% DI	90 33% DI	117 40% DI	97 37% DI	49 31% DI	17 47% DI	47 38% DI	36 27% DI	126 34% DI	291 38% DI	141 39% DI	276 36% DI	141 39% DI	272 36% DI	145 33% DI						
A little bit worse off (-1)	266 23%	121 22%	141 25%	25 22% E	23 12% E	35 19% E	45 24% E	45 25% E	92 34% DEFG	49 16% JK	80 21% JK	137 30% JK	28 19% JK	49 16% JK	58 22% MNO	116 32% MNO	149 23% MNO	117 23% MNO	77 29% VX	62 21% VX	74 28% VX	26 16% VX	11 20% *	16 16% *	215 23% *	51 28% *	158 24% b*	63 19% b*	45 33% b*	70 19% d	196 25% d	69 19% d	197 25% f	142 20% h	124 28% h			
Much worse off (-2)	205 18%	102 18%	102 18%	8 7% E	13 6% E	28 15% DE	37 20% DE	42 23% DE	78 29% DE	21 7% J	65 17% JK	119 26% JK	11 7% OP	33 11% OP	49 19% MN	90 25% MN	100 16% Q	106 21% Q	47 18% V	48 16% V	28 18% V	16 18% SU	19 19% *	34 19% *	171 18% *	35 19% *	121 18% b	51 15% b*	34 25% b*	48 13% d	158 20% d	42 12% d	163 21% f	103 15% f	102 24% h			
Don't know	80 7%	24 4%	55 10% B	10 8% H	18 9% H	22 12% HI	12 6% I	4 2% I	14 5% I	28 9% L	34 9% L	18 4% L	10 7% OP	37 12% OP	15 6% OP	15 4% OP	38 6% R	42 8% R	11 4% SU	30 10% SU	12 5% SU	18 11% SU	3 5% *	7 7% *	71 7% *	10 5% c	43 6% c	28 8% ac	10 7% ac	30 8% e	50 6% e	25 7% g	55 7% g	48 7% i	32 7% i			
NET: Better	171 15%	97 18% c	73 13%	41 35% FGHI	59 30% FGHI	32 17% HI	19 10% I	15 8% I	6 2% I	100 32% KL	50 13% L	20 5% L	53 35% NOP	70 23% OP	32 12% P	16 4% P	109 17% R	61 12% R	45 17% R	38 13% R	33 13% R	37 23% TUX	8 14% *	10 11% *	151 16% *	19 10% *	91 14% ac	70 8% ac	10 25% e	91 10% e	80 24% g	88 11% g	140 20% i	31 7% i				
NET: Worse	471 41%	222 40%	243 42%	34 29% E	36 18% E	63 34% DE	82 43% DE	87 48% DEF	170 63% DEFGH	69 22% J	145 39% JK	257 57% JK	38 26% MN	83 27% MN	107 41% MNO	206 56% MNO	249 39% Q	222 45% Q	124 46% V	110 37% V	121 46% V	54 34% V	27 49% *	34 35% *	386 40% *	86 47% *	279 34% b	114 34% b	79 58% ab*	118 32% d	353 46% d	112 31% d	360 46% f	245 35% f	226 52% h			
Mean	-0.44	-0.39	-0.49	0.08 FGHI	0.11 FGHI	-0.32 HI	-0.55 I	-0.60 I	-0.94	0.10 KL	-0.44 L	-0.80	0.10 OP	-0.12 OP	-0.48 P	-0.78	-0.36 R	-0.55	-0.45	-0.44	-0.51	-0.24 U	-0.66 *	-0.43 *	-0.42	-0.56	-0.46 c	-0.27 ac	-0.79 *	-0.16 e	-0.57	-0.13 g	-0.59	-0.27 i	-0.72			

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

Political Pulse
Adults aged 18+ in GB

Q20. Do you think you will be better or worse off, if either, in - Summary

All Adults aged 18+ in Great Britain

	Q20. Do you think you will be better or worse off, if either, in	
	One years time (A)	Five years time (B)
Unweighted base	1139	1139
Weighted base	1139	1139
Much better off (2)	42 4%	100 9% A
A little bit better off (1)	194 17%	215 19%
Neither better nor worse off (0)	303 27% B	191 17%
A little bit worse off (-1)	293 26% B	176 15%
Much worse off (-2)	207 18%	251 22% A
Don't know	100 9%	206 18% A

NET: Better	236 21%	315 28% A
NET: Worse	500 44% B	427 38%

Mean	-0.41	-0.28 A
------	-------	------------

nts of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Pulse
Adults aged 18+ in GB

Q20. Do you think you will be better or worse off, if either, in - One years time
All Adults aged 18+ in Great Britain

	Total	Gender			Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status				Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	CZDE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Much better off (2)	42 4%	25 5%	17 3%	8 6% HI	16 8% GHI	7 4%	4 2%	3 1%	4 1%	24 8% KL	11 3%	6 1%	15 10% OP	15 5% P	7 3%	5 1%	25 4%	17 3%	12 5%	5 2%	12 5%	9 6% T	1 3% *	2 2% *	37 4%	4 2%	24 4%	14 4%	4 3%	22 6% e	19 7% g	25 7% g	16 2%	35 5% i	6 1%		
A little bit better off (1)	194 17%	112 20% C	81 14%	28 24% GHI	63 32% FGHI	35 19% I	28 15% I	24 13% I	15 6%	92 8% KL	63 17% L	40 9%	38 26% OP	79 16% OP	41 10% P	35 20% R	127 13% R	67 18% S	48 16% T	49 16% U	41 16% V	34 22% X	13 23% *	9 9% *	173 18% Z	21 11% Z	109 16% c	74 9% c	11 9% *	83 23% e	111 14% g	86 24% g	108 14% g	153 22% i	41 9%		
Neither better nor worse off (0)	303 27%	162 29%	138 24%	37 32% HI	60 31% GHI	41 22% I	50 26% I	47 26% I	67 25% DEG	97 8% KL	91 24% L	114 25% N	51 34% N	75 24% OP	70 27% P	96 26% MN	176 27% R	127 25% S	65 29% T	86 24% U	62 27% V	43 27% W	11 19% *	35 36% U*	257 27% Z	46 25% Z	189 28% c	89 19% c	25 19% *	102 28% e	201 26% g	97 26% g	206 27% g	198 28% i	105 24%		
A little bit worse off (-1)	293 26%	129 23% C	160 28% C	25 21% GHI	26 13% FGHI	47 26% I	49 26% I	48 26% I	98 36% DEG	51 16% J	96 26% J	146 32% J	26 18% J	63 20% J	68 26% J	115 31% MN	166 26% R	127 25% S	71 27% T	69 24% U	86 33% V	25 16% W	14 25% *	27 27% *	220 23% Y	73 40% Y	174 26% ac	73 22% ac	46 35% b*	78 21% d	215 28% d	92 25% d	201 26% f	160 23% h	133 31% h		
Much worse off (-2)	207 18%	89 16% B	117 20% B	9 7% B	14 7% DE	35 19% DE	38 20% DE	46 25% DE	65 24% DE	23 7% J	73 20% J	111 25% JK	9 6% M	43 14% M	52 20% M	90 25% MN	101 16% MNO	106 21% Q	52 19% R	73 19% S	43 16% T	33 21% U	13 23% *	10 10% *	182 19% Y	25 14% Y	118 18% Y	52 15% ab*	38 28% ab*	49 13% d	158 20% d	46 13% d	162 21% f	102 14% h	105 24% h		
Don't know	100 9%	35 6% B	64 11% B	10 9% B	16 8% FGHI	19 11% I	20 11% I	14 8% I	20 7% DEFG	27 8% KL	40 11% L	34 8% L	10 7% NOP	32 10% OP	24 9% P	25 7% MN	45 7% R	55 11% Q	20 8% S	29 10% T	19 7% U	13 8% V	4 7% *	15 15% *	85 9% Y	15 8% Z	55 8% c	36 11% c	9 7% *	31 8% e	69 9% g	19 5% g	81 10% f	56 8% f	44 10%		
NET: Better	236 21%	137 25% C	97 17% C	36 30% GHI	80 41% FGHI	42 23% I	32 17% I	27 15% I	19 7% DEG	115 8% KL	74 20% L	46 10% L	53 35% OP	94 31% OP	48 18% P	40 11% MN	152 24% R	84 17% S	61 23% X	53 18% T	53 20% U	43 27% TX	14 25% *	11 11% *	211 22% Z	25 14% Z	132 20% ac	88 12% ac	16 12% *	105 29% e	130 17% g	112 31% g	124 16% i	188 27% i	48 11%		
NET: Worse	500 44%	218 39% B	277 48% B	34 29% B	40 21% DE	82 45% DE	87 46% DE	94 52% DE	163 61% DEFG	74 24% J	169 45% JK	257 57% JK	35 23% M	106 34% M	120 46% MN	205 56% MNO	268 42% R	233 47% S	123 46% T	127 43% U	129 49% V	58 37% W	27 48% *	37 38% *	402 42% Y	98 53% Y	291 37% Y	125 63% ab*	84 35% ab*	127 35% d	374 48% d	138 38% d	363 47% f	262 37% h	238 55% h		
Mean	-0.41	-0.28 C	-0.55	0.01 GHI	0.23 FGHI	-0.41 I	-0.53 I	-0.66	-0.82	0.15 KL	-0.47 L	-0.76	0.17 NOP	-0.14 OP	-0.49 P	-0.73	-0.32 R	-0.54	-0.41	-0.47	-0.44	-0.27	-0.47 *	-0.41 *	-0.39	-0.56	-0.41 c	-0.25 c	-0.82 *	-0.14 e	-0.54	-0.14 g	-0.55	-0.22 i	-0.74		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Political Use
Adults aged 18+ in GB

Q20. Do you think you will be better or worse off, if either, in - Five years time
All Adults aged 18+ in Great Britain

	Total	Gender		Age						Aggregated Age Breaks			Generations				Social grade		Region						Urban/Rural		Marital Status					Pres of children HH (17 or under)		Education		Employment status	
		Total	Man	Woman	18-24	25-34	35-44	45-54	55-64	65+	18-34	35-54	55+	Gen Z	Millennials	Gen X+	Baby Boomer	ABC1	C2DE	North	Midlands	South	London	Wales	Scotland	Urban	Rural	Married/Living as	Single	Widowed/Divorced/Separated	At least one child present	No children present	Graduate	Non-graduate	Working	Not working	
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(i)		
Unweighted base	1139	552	576	147	207	183	208	221	173	354	391	394	180	314	290	322	688	451	268	302	263	157	49	100	954	185	664	355	120	399	740	587	552	763	376		
Weighted base	1139	552	576	117	196	185	189	182	269	314	374	451	149	307	262	367	640	499	269	295	263	158	55	98	955	184	667	337	134	365	774	365	774	705	434		
Much better off (2)	100 9%	63 11% C	38 7%	24 20% FGH	38 19% FGHI	16 9%	13 7%	7 4%	2 1%	62 20% KL	28 8%	10 2%	37 25% NOP	35 11% P	21 8%	7 2%	59 9%	41 8%	18 7%	19 6%	22 8%	28 18% STU	5 9%	8 8%	88 9%	12 6%	47 7%	43 13% a	10 7%	59 16% e	41 5%	54 15% g	46 6%	79 11% i	21 5%		
A little bit better off (1)	215 19%	124 22% C	89 15%	23 20% GHI	53 27% GHI	41 22% I	34 18%	33 18%	31 12%	76 24% L	75 20% L	64 14%	31 21% P	77 25% P	47 18%	57 16%	145 23% R	70 14%	47 18%	61 21%	48 18%	29 19%	14 26% *	15 15% *	195 20% Z	20 11%	137 20% c	69 21% c	9 7% *	84 23% e	131 17% g	93 26% g	121 16% i	164 23% i	51 12%		
Neither better nor worse off (0)	191 17%	85 15%	103 18%	29 25% FH	36 18% FH	20 11% I	32 17%	29 16%	46 17%	65 21% K	52 14%	33 17% NO	36 24% NO	46 15% NO	41 16%	64 18% NO	115 15%	76 18%	49 18%	54 18%	38 14%	22 14%	6 10% *	22 22% *	159 17% Z	33 18%	116 17% b	56 14% b	19 14% *	58 17% *	133 17% *	58 16% *	134 17% *	127 18% *	64 15%		
A little bit worse off (-1)	176 15%	87 16%	87 15%	16 14% E	17 9% E	31 17% E	27 14% E	33 18% E	52 19% E	33 11% J	58 16% J	84 12% J	18 12% NO	40 13% NO	39 15% NO	66 18% NO	103 16% NO	73 15% NO	43 16%	40 13%	49 18%	22 14%	10 18% *	12 12% *	143 15% b	33 18%	113 17% b	39 12% b	24 17% *	54 15% *	121 16% d	52 14% d	124 16% f	97 14% h	79 18%		
Much worse off (-2)	251 22%	117 21% B	131 23%	13 11% B	24 12% DE	42 23% DE	46 25% DE	49 27% DE	77 28% DE	37 12% J	89 24% J	126 28% J	13 8%	56 18% M	66 25% M	99 27% MN	119 19% Q	133 27% Q	62 23%	66 22%	61 23%	35 22%	9 17% *	17 18% *	204 21% Z	47 26%	143 21% c	67 20% c	42 31% ab*	56 15% d	196 25% d	61 17% f	191 25% f	135 19% h	116 27% h		
Don't know	206 18%	77 14% B	127 22% B	13 11% B	28 14% DE	35 19% DE	38 20% DE	32 18% DE	61 23% D	40 13% J	72 19% J	93 21% J	15 10% M	53 17% M	48 18% M	73 20% M	100 16% Q	106 21% Q	50 18%	55 19%	45 17%	21 13% S	11 20% *	24 25% v*	167 17% Z	39 21%	112 17% c	62 19% c	31 23% *	54 15% e	152 20% g	48 13% g	157 20% f	102 14% i	104 24% h		
NET: Better	315 28%	186 34% C	127 22% C	47 40% GHI	91 47% GHI	57 31% I	46 24% I	40 22% I	33 12% I	138 44% KL	103 28% L	73 16% L	68 46% OP	112 36% OP	68 26% P	64 17% P	204 32% R	111 22% R	65 24%	80 27%	71 27%	58 37% S	19 35% *	23 23% *	283 30% Z	32 17% c	184 28% c	112 33% c	19 14% *	142 39% e	173 22% g	147 40% g	168 22% i	243 34% i	72 17%		
NET: Worse	427 38%	204 37% B	219 38% B	29 24% DE	42 21% DE	73 40% DE	74 39% DE	82 45% DE	128 48% DE	70 22% J	147 39% J	210 47% J	31 21% M	96 40% M	105 40% MN	166 45% MN	221 35% Q	206 41% Q	106 39%	106 36%	110 42%	57 36% S	19 35% *	29 30% *	347 36% Z	80 44%	255 38% c	106 31% c	66 49% b*	110 30% d	317 41% d	112 31% d	315 41% f	233 33% h	195 45% h		
Mean	-0.28	-0.15 C	-0.41	0.28 FGH	0.38 FGHI	-0.28 I	-0.40 I	-0.56	-0.82	0.34 KL	-0.34 L	-0.71	0.46 NOP	-0.02 OP	-0.38 P	-0.66	-0.14 R	-0.47	-0.39	-0.31	-0.36	-0.04 S	-0.10 *	-0.21 *	-0.23 Z	-0.58	-0.30 c	-0.06 ac	-0.77 *	0.11 e	-0.48	0.09 g	-0.47	-0.08 i	-0.66		

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,a,b/c,d,e,f/g,h/i Minimum Base: 30(**) Small Base: 100(*)

PUBLIC

Political Pulse

Adults aged 18+ in GB

Q20. Do you think you will be better or worse off, if either, in - Five years time
All Adults aged 18+ in Great Britain

	Total	General Election 2024 Vote										Referendum 2016 vote										Favourable to parties										Favourable to politicians										Opinion on Labour government		Make a better Prime Minister		Conservative future under Kemi Badenoch		Likelihood for Kemi Badenoch to become Prime Minister		Likelihood for Keir Starmer to still be leader of the Conservative at the next GE		Likelihood for Keir Starmer to still be leader of the Labour at the next GE		Own situation compared to when Labour government was elected in July 2024		Own situation in the future: One year time		Own situation in the future: Five years time									
		Conservative		Labour		Liberal Democrats		Reform UK		Other		Remain	Leave	Favourable to Conservatives		Unfavourable to Conservatives		Favourable to Labour		Unfavourable to Labour		Favourable to Greens		Unfavourable to Greens		Favourable to Reform UK		Unfavourable to Reform UK		Favourable to Starmer		Unfavourable to Starmer		Favourable to Rachel Reeves		Unfavourable to Rachel Reeves		Favourable to Kemi Badenoch		Unfavourable to Kemi Badenoch		Favourable to Keir Starmer		Unfavourable to Keir Starmer		Favourable to Donald Trump		Unfavourable to Donald Trump		NET Good job	NET Bad job	Keir Starmer	Kemi Badenoch	Better	Worse	Likely	Unlikely	Likely	Unlikely	Likely	Unlikely	Better	Worse	Better	Worse	Better	Worse
		(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)			(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(aa)	(ab)	(ac)	(ad)	(ae)	(af)	(ag)	(ah)	(ai)	(aj)	(ak)	(al)	(am)	(an)	(ao)	(ap)	(aq)	(ar)	(as)	(at)	(au)	(av)	(aw)	(ax)	(ay)	(az)												
Unweighted base	1139	191	369	78	127	109	428	369	267	584	362	512	282	369	327	344	298	305	553	263	337	299	575	245	533	231	463	231	286	215	286	215	287	591	621	439	634	306	204	431	269	479	359	403																							
Weighted base	1139	204	339	66	145	106	397	408	277	561	314	557	255	376	279	354	308	524	267	588	235	352	319	543	208	565	234	439	188	292	177	292	284	661	129	348	336	221	270	192	276	580	415	430	593	329	171	471	236	500	315	427															
Much better off (2)	100	5	59	6	7	6	40	27	32	46	69	14	37	27	44	19	32	38	59	24	31	30	35	43	52	18	26	43	37	16	33	24	47	39	37	10	63	13	33	21	51	38	55	31	83	12	56	16	84	5	100	-															
A little bit better off (1)	215	22	112	14	14	19	102	59	43	143	128	40	73	54	86	52	44	135	117	54	72	37	43	138	92	54	34	117	56	41	53	37	45	138	47	9	131	25	51	52	58	125	102	88	176	23	67	32	112	25	215	-															
Neither better nor worse off (0)	191	33	63	15	10	24	71	54	39	87	48	67	47	53	49	47	34	102	42	78	45	53	36	95	32	74	29	76	31	49	28	47	36	104	22	27	71	23	38	32	45	109	73	80	101	55	22	50	21	41	-	-															
A little bit worse off (1)	176	49	35	11	23	18	66	69	49	83	20	120	32	54	37	58	47	77	122	129	39	54	51	82	8	121	46	54	28	47	26	50	38	113	8	58	25	40	48	27	39	95	64	70	89	63	9	102	8	123	-	176															
Much worse off (2)	251	69	23	6	68	21	56	140	75	109	17	213	30	139	28	128	113	83	11	215	21	139	120	88	9	204	70	88	23	111	24	112	93	132	9	179	16	89	73	35	59	138	87	106	82	136	11	203	2	245	-	251															
Don't know	206	26	48	15	23	18	64	60	40	93	33	103	37	49	37	49	38	89	27	87	27	39	35	97	15	94	30	61	13	27	14	22	24	134	6	66	31	31	28	25	24	76	35	55	62	41	5	68	8	62	-	-															
NET: Better	315	27	171	20	21	26	141	86	74	189	197	54	110	80	130	71	76	174	176	79	103	67	77	181	143	72	60	160	93	57	85	61	93	177	84	19	193	38	84	73	109	163	157	119	259	35	124	48	196	30	315	-															
NET: Worse	427	118	58	16	91	40	121	209	124	191	37	333	62	194	64	186	160	159	23	344	61	193	171	170	17	325	116	142	51	159	50	163	131	246	17	236	41	129	121	62	98	232	151	176	171	199	20	305	11	367	-	427															
Mean	-0.28	-0.87	0.52	0.06	-1.07	0.33	0.01	-0.68	-0.39	-0.14	0.75	-1.05	0.25	-0.69	0.34	-0.73	-0.61	-0.07	0.81	-0.91	-0.25	-0.75	-0.63	-0.07	0.87	-0.93	-0.48	-0.07	0.32	-0.75	0.17	-0.70	-0.32	-0.31	0.78	-1.37	0.65	-0.88	-0.31	-0.02	0.01	-0.34	-0.07	-0.36	0.17	-1.00	0.90	-1.10	1.17	-1.32	1.32	-1.59															

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.

Column Headers (1): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az

Column Headers (2): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z,aa,ab,ac,ad,ae,af,ag,ah,ai,aj,ak,al,am,an,ao,ap,ar,as,at,au,av,aw,ax,ay,az